

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXVI.

NEW YORK, MARCH 8, 1899.

No. 10.



## Simply Quoted.

(From a statement made by the Ripans Chemical Co., New York, on Feb. 8, 1899):

"It will be observed that more than a quarter of all the first 50 one thousand dollar orders came from the city of Philadelphia. A five thousand dollar order from the house of Smith, Kline & French Co., in Philadelphia, also came shortly before the 2½ per cent discount for cash went into effect.

The only house to send a thousand dollars in advance three separate times in one month was from Philadelphia—Messrs. Aschenbach & Miller.

Considering the comparative expense for advertising, the Ripans Chemical Company assert that their Philadelphia trade is better than at any other point, and the president of the company is outspoken in his belief that no other newspaper in America has proved so profitable for his business as the PHILADELPHIA RECORD. No other paper even approaches the RECORD in this respect."

# "Get There Eli."



"Uncle Rube ran around a hay stack so fast that he could see his own back."

But what a fruitless chase.

Lots of "Uncle Rubes" in the advertising business, but you don't find them in the street car displays.

Advertising in well patronized street cars is practical business, based on reason and supported by facts.

The advertisement in the well patronized street cars pleads its merit to all classes; talks to workers morning and evening; constantly suggests to the shoppers in forenoon and afternoon; wages its arguments on the theater goers and pleasure seekers at night; makes the article advertised a familiar friend in every lady's memory book; undisturbed by the clamor of sensational news, rumors of war, political cannonade and personal subjects of papers and magazines. Your advertisement in the street car has a clear field and brings results.

This is where we ask attention with the best street car advertising service in America. We're anxious to open negotiations.

## The Mulford & Petry Company

PRINCIPAL OFFICE  
99 WOODWARD AVENUE,  
DETROIT, MICH.



EASTERN OFFICE  
220 BROADWAY, NEW YORK.  
SEMPER BUILDING.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XXVI.

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## THE BOOMING OF NORFOLK, VA.

Mr. Frank A. Heywood, of Woodbury, N. J., sends PRINTERS' INK the following interesting story:

In the spring of 1890, Norfolk, Va., awoke to the need of advertising. It had plenty of history and considerable of a location. The climate was all right. Keeping in view the above points, Norfolk men had very definite ideas as to what the future should show for the "Gateway of Dixie."

The Business Men's Association of Norfolk was formed early in 1890 to entertain two parties of New England newspaper men whom I took on an observation tour through Virginia for the Norfolk & Western Railroad Company. The parties each stopped for a day in Norfolk. The Business Men's Association proved to the newspaper men that Norfolk can't be put in the same line with any other city when it comes to extending "the glad hand." A triumphal arch spanned the street from the Atlantic Hotel to the Citizens' Bank. The Government's band from the navy yard accompanied the guests throughout their stay. Each Northerner was sandwiched between Virginians. A steamboat transported them about Norfolk's waters; carriages wheeled them about the streets; ladies presented them with bouquets; they were dined and wined; patriotism was served up in big gobs; mint juleps were made in wash-tubs. The result was that friends were made in one hundred and twenty-five New England cities for Norfolk where friends had never existed before. Men who had written of Norfolk for twenty-five years as a place steeped in rebellion have for the past ten years printed thousands of lines of good opinion. The "boomers" of Norfolk, when they need capital for a local enterprise, get it from a section where previous to 1890 they could not raise a cent. The direct result of the

journalists' visits, from my standpoint, was some 125,000 lines of "advertising."

The Business Men's Association was so well pleased with the direct results of the visits of the New England editors that I was engaged to travel in the North for the association, presenting the opportunities offered by the city to manufacturers, home-seekers and investors. The association allowed me \$500 a month; before I left this was supplemented by a purse of \$1,500 from David Lowenberg, Barton Myers, Geo. M. Pollard, the Atlantic Hotel Co., E. A. Buell, T. H. Synon, M. W. Mason and others, who at that time had nothing but the general interests of the city at heart. Nearly every business man in the city also contributed to the cost of printed matter. All the trade organizations issued booklets within a few weeks. The *Virginian* and *Landmark*, the two leading papers, furnished me with unlimited extra copies for distribution, the transportation companies with booklets.

A successful plan to get people to Norfolk was put into effect within a few days. This was the issue of a coupon-ticket by the Old Dominion Steamship Company, whereby a man could go from New York to Norfolk and return with his expenses paid for eight days for \$25. The Merchants' & Miners' Company sold a similar ticket at Boston and Providence, and the Clyde Line a five-day ticket from Philadelphia for \$12. These excursions were advertised by the company issuing the ticket and were a good thing for every one concerned; it was a kind of advertising that paid for itself and considerably more besides. Another plan inaugurated for October, 1890, was a proposed visit of the Business Men's Association to the North. The enormous cotton crop of that year, however, tied up the officers of the association.

The formation of the Virginia Real Estate Exchange in November, 1890,

was a plan of the Norfolk Association to draw the attention of the speculative real estate men to the city. Over four hundred attended, and a lot sale, which was put in as a trimming to an oyster roast, paid handsomely. The Norfolk & Western Railroad received some six thousand four hundred dollars from ticket sales to the visitors. The World's Fair Delegation Convention in the autumn of '91 was another plan of the Business Men's Association and attracted some three thousand visitors. The celebration given in Norfolk attendant to the Naval Rendezvous in 1893 attracted some fifty thousand and was engineered by the same body of men. The launchings of the Navy Yard are all well advertised by the same organization; in fact, it is very instrumental in securing the large number of conventions which congregate in Norfolk. I have taken sixty-eight parties to the city in the past nine years, the parties numbering from eight to seventy-five.

Norfolk has been a liberal patron of the newspapers for the past ten years. In 1891 an industrial development company spent ten thousand dollars in the *Manufacturers' Record* alone. The city is a regular graft for the map-makers and booklet publishers. All of the commercial organizations issue annuals, and the real estate men and land companies get out new maps at frequent intervals; even the banks distribute some booklet work. For a time an envelope never left a Norfolk house without a map of the city or a booklet describing its advantages. A conservative estimate of the amount of foreign advertising done by Norfolk is about \$20,000 annually. Has it paid? Well, Norfolk is the best known of any city in the South, if we except Atlanta. The exports and imports increase each year in a proportion far above that of other cities. Building has been enormous, even during the depression. The largest bank building in America, and one of the largest hotels have been recently completed. There has been more building done by transportation companies in Norfolk recently than in any other city in the United States. The advertising has always been supplemented by Norfolk capitalists who have ever been ready to take stock in enterprises which can be made to pay there. The Business Men's Association has virtually been but an adver-

tising and information bureau while the "store management" has been conducted by private individuals or corporations. The cities which wish to emulate Norfolk will do well to remember that an advertising appropriation without the backing of local subscriptions to the capital of a new enterprise is apt to result in naught. I have found that there are few manufacturers who care to create value for the possessions of others without a local financial interest being taken.

#### PUBLISHERS' COMMERCIAL UNION.

Previous to 1880 publishers and advertising agents labored under great disadvantages in accepting contracts for advertising, as there were no means of ascertaining the financial responsibility of advertisers unless the general commercial agencies were consulted, which was an expensive luxury to the average publisher. The advertising business has complications peculiarly its own, and viewing it from the publishers' standpoint the information obtained from the mercantile agencies was not entirely satisfactory when received. In 1880 the idea was evolved that an institution similar to the larger agencies, but operated exclusively in the interests of publishers, giving them the financial standing and responsibility of advertisers who might apply to them for credit favors, and such other detailed information as would cover the situation, would be of great benefit. The idea was formulated into a plan of operation and the Publishers' Commercial Union came into existence. The fact that there was a field for the operation of such an organization became apparent at once. Publishers indorsed the plan and patronized the Union to such a degree that it was soon found necessary to increase its facilities, and a stock company was formed. The headquarters were located in Chicago, with branch offices in New York, Boston and Philadelphia. Representatives and correspondents were secured in all the leading cities and towns in the United States and Canada, and the Union took its place as one of the recognized valuable adjuncts to the advertising business. The Western offices are located in the Boyce Building, Chicago, the Eastern office at 58 Temple Court, New York.—*The Middleman*.

SISCO BROS.

## BUTTONS!

From the commonest to the most expensive kind of Button—rare, hard to find—in fact, every sort, style and design, we try to have constantly in stock. It's worth your while to spend 10 minutes among the beauties of our hobby—Buttons.

SISCO BROS.,  
13 W. Lexington St.

A BALTIMORE BUTTON AD.

the heart of the richest and oldest farming district in Michigan. The field is a good one, and H. W. Dancer, the manager of the firm mentioned, is pushing it for all it is worth.

When asked to tell of his advertising methods for the benefit of some

**Commences Saturday, January 21, '99**

**HOLMES, DANCER & CO., Northville.**

"We have found the local newspapers to be the best of all mediums, and although we use other methods

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frequently, the papers give the best results. We take considerable space in the leading paper, the *Record*, and as it is read in nearly every home in the vicinity, it brings satisfactory returns. We change ads every issue, and often change the amount of space as well, varying from one to three columns in ordinary times up to a full page on special occasions. In the spring and fall we frequently take space in out-of-town papers to advertise our carpet and cloak sales.

"In the preparation of ads I aim to use the simplest language, giving truthful descriptions and reasonable prices. I have no use for the skyrocket style of describing goods, and unreasonably low prices are never given. People are suspicious of too low prices and too great bargains.

"I order space each week to fit the ad, using all that is necessary for proper display and not an inch more. We commonly have two styles of type in our ads, De Vinne for display and French Old Style for body matter. Small and attractive cuts prove effective and we use them freely.

"New stocks of goods are well advertised on their arrival, and we back up our ads with neat window displays of the articles advertised.

"Several times a year, about the first of January, February, July and August, we get out a great number of bills the size of a page in a six-column newspaper. Business is naturally a little dull at these times, and we use the bills to stir things up. They are circulated throughout the surrounding towns and neighborhood.

"During the dull midsummer months we do not relax our effort, but on the contrary try harder than ever, and experience has demonstrated this to be the correct policy.

"Early in the holiday season each year we get out a small, well-illustrated catalogue of eight or twelve pages, advertising goods and novelties suitable for gifts, and have found it to be a paying investment, too.

"We have never tried fence signs, mile-boards, or anything else of that kind. We are perfectly satisfied with our present system."

One reason why Mr. Dancer's advertising pays so well is that all customers find that everything is just as represented and that they are honestly and courteously treated.

VIRGIL V. McNITT.

#### NEW YORK'S FLAG LAW.

Any person who in any manner, for exhibition or display, places or causes to be placed, any inscription, design, device, symbol, name, advertisement, words, characters, marks or notice whatever, upon any flag, standard, color or ensign of the United States, or State flag of this State, or ensign evidently purporting to be either of said flags, standards, colors or ensigns, or who in any manner appends, annexes or affixes, or causes to be appended, annexed or affixed, to any such flag, standard, color or ensign, any description, design, device, symbol, name, advertisement, words, marks, notice or token whatever, or who displays or exhibits, or causes to be displayed or exhibited, any flag, standard, color or ensign of the United States, or flag of this State, or flag, standard, color or ensign, evidently purporting to be either of said flags, standards, colors or ensigns upon which shall in any manner be placed, attached, annexed or affixed any inscription, design, device, symbol, name, advertisement, words, marks, notice or token whatever, or who publicly mutilates, tramples under, or otherwise defaces or defiles any of said flags, standards, colors or ensigns, whether any of said flags, standards, colors or ensigns are public or private property, shall be deemed guilty of a misdemeanor.

Provided, however, that flags, standards, colors or ensigns, the property of or used in the service of the United States or of this State, may have inscriptions, names or actions, words, marks or symbols placed thereon, pursuant to law or authorized regulations.

This act takes effect September 1, 1899.

#### H. L. KRAMER.

A Chicago publication gives the following interesting sketch of Harry L. Kramer:

When Mr. Kramer ran his first little advertisement ten years ago his capital was less than \$100. He wrote the order on a rented typewriter operated by himself, and his advertising appropriation was \$5. Three years ago he originated the famous Cascarots Candy Cathartic. And this year he employs over 200 people, including twenty stenographers and typewriters and a system of ten graphophones. His daily newspaper advertising investment is over \$300,000 a year, and he is counted as one of the greatest practical, because successful, authorities on the science of advertising in the world. His delight is to see the working of the enormous advertising machine which he set in motion a few years ago, and his ambition is best illustrated by an expression made use of to a friend recently. He said: "My boy, we'll get rich when we make money faster than we can spend it for advertising."

Beside the No-To-Bac and Cascarots enterprises, Mr. Kramer scored another business success in the Magno-Mud baths of Indiana Mineral Springs, Ind., the only place where this treatment for rheumatism can be obtained. The place, soon after No-To-Bac began securing recognition, was a mere wilderness, but Nature had provided the material, mud and lithia water, for the cure, and Mr. Kramer appreciated its possibilities at first sight. Today there is at the Indiana Mineral Springs a \$250,000 plant of hotels, bathhouses and cottages, electric-lighted, steam-heated, with beautiful park surroundings, patronized by thousands of prominent guests.

Mr. Kramer is only thirty-six years old, and his energy and vitality have not yet reached their climax. Many leading business men of America have been glad to join in his enterprises, displaying the highest confidence in a great future, which this young man's remarkable advertising genius and capacity for work will bring forth.

# The Sun.

*America's Best Daily.*

## **Why Does The Sun**

Believe that it is especially adapted to do your advertising?

**Because** in all New York there is no man of property, no man of real substance, no citizen of standing and of honorable ambition who does not read THE SUN.

Throughout America most people admit that THE SUN is the best Daily newspaper published.

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**No Man Denies It**

## BEFORE THE DEPARTMENT STORE.

To Ireland must be given the credit for the first glimmer of the idea that has its culmination in the present department store. Its inception saw the light in the dry goods establishment of Todd, Burns & Co., in Dublin, but it was then only the germ. When A. T. Stewart returned to Ireland from his first visit to this country, his acute perception noted the advantage of this manner of doing business, and in all probability it led him to improve upon and put into execution the ideas suggested by the methods of this Irish concern. In this country the induction of the department store plan was tardily accepted, and even with A. T. Stewart's earlier efforts there was little hope of an awakening. Not until close on to the fifties did the idea assume strength.

Before the advent of the department store the stores were of the average dimensions of about 25 feet front, extending from 50 to 100 feet in depth, the business being usually confined to the ground floor. There were stores selling only dry goods proper, others selling fancy goods and notions, the former greatly in preponderance. There were a few millinery stores and some stores specially devoted to the manufacture and sale of mantles; only in the latter two were women employed, there being a force of skilled workwomen in the millinery and mantle stores as well as saleswomen in the millinery shops.

At all seasons of the year the hours of labor were abnormally long and wearisome. There was no settled agreement as to opening or closing, this being left with each individual proprietor. The day's work varied from 7 a. m. to 10.30 or 11 p. m. on weekdays, and as late as 12 p. m. (and sometimes later) on Saturdays. Only those stores that had a high-class clientele would open at 7.30 or 8 a. m. and close at 9 or 9.30 p. m. In those days the dry goods stores had scarcely any of the comforts, and absolutely none of the luxuries or conveniences of the present-day appointments.

The two-price system with all its iniquities of selling goods was the one in almost universal use in the dry goods trade of those times. There is no gainsaying the fact that it was a most unfair system, and led to great abuse, on the part of dishonest mer-

chants and their employees. With the exception of a few houses the dry goods salesman of those days was expected to exercise his art in getting the highest possible price for an article from a customer irrespective of its value. It was a system of haggling between the buyer and seller in which all the tricks of the trade—and they were legion—were called into play by the salesman, and in which subterfuge, evasion, quick-wittedness and finesse were brought into requisition by the buyer. One of the most vicious features of the two-price system of those times was what was technically known in the trade as half-overs—that is, certain articles were marked by the proprietor so as to give the salesman one-half the price obtained over a certain figure. This, of course, was giving a premium for downright dishonesty.

On this side of the water the department store first gained prestige in the city of New York. It was of gradual growth—first fancy goods and notions were added to the stocks of general dry goods; after a while laces and embroideries. New departments were added, one at a time. When millinery and ribbons and a department for the making to order of mantles and costumes were added in rotation it was the beginning of the dawn of that competition that is the life of trade. After this the addition of new stocks came somewhat in the following order: Carpets and upholstery, furs, women's muslin underwear, boys' clothing, furniture, crockery and glassware and housefurnishings, men's clothing, toys, leather goods, cutlery, silverware, patent medicines, stationery and books, jewelry and shoes. The later additions include pianos, sporting goods, bicycles, harness and carriages, the physician, the dentist, the manicure and the undertaker.

That the department store has come to stay and grow in usefulness no longer admits of any doubt. It has encountered and overcome opposition at every step. Nearly all the great department houses of to-day began their careers as small stores, and grew with gradual strides to their present magnitude. — *Dry Goods Chronicle, New York.*

### BOTH USEFUL.

Newspapers may properly be divided into two classes: the high-class papers with small circulations and the cheaper papers with large circulations. They both have their fields of usefulness.—*Profitable Advertising.*



Statement of the Actual Bona Fide  
Circulation of the

**DES MOINES**

**Daily News**

**FOR THE YEAR 1898.**

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1	18,285	20,110	20,550	22,400	22,121	26,880	27,829	23,350	23,440	23,470	23,450	21,300
2	18,680	19,900	20,850	22,121	26,880	27,829	23,350	23,440	23,470	23,450	23,450	21,310
3	18,680	19,900	20,850	22,121	26,880	27,829	23,350	23,440	23,470	23,450	23,450	21,310
4	18,675	20,750	20,850	22,300	26,944	27,038	31,416	28,210	23,520	23,570	23,570	21,420
5	18,675	19,925	21,450	22,350	26,669	26,558	24,900	23,900	23,610	23,745	21,900	21,900
6	18,475	20,358	21,025	22,070	27,011	26,664	27,264	25,900	23,760	23,840	21,900	21,900
7	19,025	20,358	21,025	22,070	27,011	26,664	27,264	25,900	23,760	23,840	21,900	21,900
8	18,750	19,925	21,000	22,575	26,435	26,138	23,710	23,700	23,875	23,875	21,570	21,570
9	18,750	19,925	21,000	22,575	26,435	26,138	23,710	23,700	23,875	23,875	21,570	21,570
10	19,050	20,108	20,787	22,300	26,750	26,150	24,680	24,300	23,660	23,660	21,670	21,670
11	19,150	20,028	20,935	24,100	27,054	26,775	26,279	24,520	23,510	23,820	21,750	21,750
12	19,150	20,108	21,305	22,900	26,550	27,004	24,170	23,650	23,600	23,600	21,750	21,750
13	19,200	20,108	21,305	24,250	27,700	26,254	24,590	23,600	23,440	23,440	21,555	21,555
14	19,100	20,008	22,105	22,628	26,960	26,380	27,700	24,620	23,375	23,375	21,500	21,500
15	19,200	20,408	21,155	22,230	26,100	26,110	24,200	23,565	23,425	23,425	21,700	21,700
16	19,200	20,408	21,155	22,230	26,100	26,110	24,200	23,565	23,425	23,425	21,700	21,700
17	19,200	20,408	21,155	22,230	26,100	26,110	24,200	23,565	23,425	23,425	21,700	21,700
18	19,200	20,408	21,155	22,230	26,100	26,110	24,200	23,565	23,425	23,425	21,700	21,700
19	19,250	20,450	21,202	22,375	27,135	26,175	24,944	24,400	23,620	23,620	21,775	21,775
20	19,400	20,450	21,202	22,375	27,135	26,175	24,944	24,400	23,620	23,620	21,775	21,775
21	19,650	20,475	22,402	26,000	27,250	26,850	25,132	23,570	23,575	23,575	21,810	21,810
22	19,310	20,375	22,350	25,976	27,150	26,800	25,000	24,623	23,340	23,455	21,800	21,800
23	19,310	20,375	22,350	25,976	27,150	26,800	25,000	24,623	23,340	23,455	21,800	21,800
24	19,075	20,625	22,550	24,800	27,610	25,305	25,692	24,400	23,330	23,330	21,740	21,740
25	19,750	20,400	21,830	24,040	27,350	26,750	25,070	24,100	23,455	23,455	21,820	21,820
26	19,700	21,900	22,120	25,300	26,970	26,310	24,590	23,460	23,460	23,460	21,820	21,820
27	19,875	20,900	22,380	25,305	27,050	26,775	24,037	24,330	23,430	23,430	21,820	21,820
28	19,900	20,900	22,380	25,305	27,050	26,775	24,037	24,330	23,430	23,430	21,820	21,820
29	19,975	20,900	22,380	25,305	27,050	26,775	24,037	24,330	23,430	23,430	21,820	21,820
30	19,975	20,900	22,380	25,305	27,050	26,775	24,037	24,330	23,430	23,430	21,820	21,820
31	20,000	20,900	22,380	25,305	27,050	26,775	24,037	24,330	23,430	23,430	21,820	21,820
Total	501,645	498,738	502,790	623,074	721,852	683,080	683,858	678,140	618,530	627,775	620,398	667,846
Average	16,182	15,766	16,090	19,647	23,285	22,034	22,059	21,874	20,114	20,218	19,687	20,542

**Grand Total for the Year, - - - - - 7,494,703**

**Average Issue per Day, - - - - - 23,944**

I, John J. Hamilton, General Manager, and I, Lee G. Turck, Foreman of the Press Room of the DES MOINES DAILY NEWS, on oath state that the above is a true and correct table of the actual daily issues of the said paper for the year 1898.

JOHN J. HAMILTON.

LEE G. TURCK.

Subscribed and sworn to before me this 6th day of January, 1899.

ELIZABETH GUTHRIE,

Notary Public, Polk Co., Iowa.

## THE FEMALE FIGURE IN ADVERTISEMENTS.

A number of women's clubs in Illinois have begun a crusade against the indiscriminate use of either the female face or figure for advertising purposes, says the Baltimore *Herald*, proclaiming their belief that such publicity lowers the standard of womanhood, detracts from womanly dignity, and tends to corrupt the youth of the land. Resolutions have been prepared expressive of the opinions and aims of the would-be reformers, and the General Assembly of the State is to be memorialized in behalf of restrictive legislation.

It is easy to foresee that the ladies who have started this movement have undertaken a heavy task. They seek to prohibit all publishers, public entertainers, manufacturers and tradesmen from using the face, form or any part of woman's figure in either a suggestive, immodest or an immoral manner. As for manufacturers and dealers in liquor, beer and tobacco, they would be forbidden from advertising the female face or figure at all.

Evidently, the obstacle which lies in the path of this reformatory project consists of the difficulty of framing a law that would definitely prescribe what would constitute suggestiveness, immodesty or immorality in a pictured advertisement. There is a divergence of views, even among the club members, on this point, for, in the discussions that have taken place upon the resolutions here and there, one woman would proclaim that a picture displaying underwear on a woman's figure was "simply outrageous," while a fellow member would as earnestly declare that there was nothing immoral in underwear. These differences of opinion may incline the public to the presumption that the ancient motto "*Honi soit qui mal y pense*" is perfectly applicable to many of the advertisements, regarding which the estimable leaders of the reform express their earnest objections.

That there are here and there suggestive and immodest modes of advertising must be admitted, but such methods of attracting custom seldom attain the desired object. Moreover, no self-respecting newspaper or magazine would publish an indecent advertisement, and places of public entertainment can not attract respectable

audiences by meretricious pictures. The ladies who have begun this herculean work mean well, however, and they may receive cordial assistance upon practical lines, but their work is of a character that could easily become ridiculous and Quixotic were it not carefully directed.

## FROM LOGICAL BOSTON.

PRINTERS' INK has read with much amusement the article from *Profitable Advertising* reproduced below and reprints it for the edification of those readers who do not know what a well regulated intellect the Boston intellect is, and how logically it judges all matters, advertising or otherwise:

Four iron-gray horses prance gaily through the city's streets quite frequently harnessed abreast to a vehicle that looks like a cross between a dump cart and a Roman chariot, and driven by a swarthy African arrayed in a soiled Oriental costume. This striking outfit is designed to advertise "Victor" coffee, the name of which is prominently displayed in gilt letters; but that the effect of the enterprise is all that can be desired is open to doubt. Making a detailed analysis of the turnout, we secure the following results:

1. The horses are very handsome animals and are well matched, while their plain and simple harness only makes their good points more pronounced. Effect: a good impression.
2. The negro who handles the ribbons is very black, rather repulsive in appearance, and wears a flowing robe of a decidedly dingy hue, none of these defects being offset by any particular skill as a driver. Effect: a bad impression.
3. The vehicle is moderately unique, but it is not such a uniqueness as would attract special attention. Effect: a neutral impression.

Now, eliminating the vehicle as an unimportant factor in the scheme, we have the horses and the negro from which to form a conclusion regarding the general value of the publicity received. It must be remembered, however, that the section of humanity which coffee manufacturers are most anxious to propitiate is composed of the women, and, therefore, it is the effect of this advertising on women that must be considered.

The horses, we have decided, make a good impression. Moreover, there is no reason to doubt that they make an equally good impression on the women as on the men. On the other hand, the negro, with his unprepossessing countenance and dingy garments, will make a far worse impression on the women than on the men, because woman has a deeper rooted abhorrence for the repulsive. Thus, as far as woman is concerned, the good impression produced by the horses is nullified by the bad impression produced by the negro, and consequently it is reasonable to conclude that this particular method of advertising "Victor" coffee has a negative effect.

Hereafter, whenever a woman who has seen the turnout thinks of "Victor" coffee she will also think of the burly negro, and the mental association will not be favorable to the coffee.

## TRUE ENOUGH.

The right sort of advertising makes the luxuries of life the necessities of life.—*Profitable Advertising*.

STATEMENT OF CIRCULATION OF THE PUBLICATION

# The Evening Wisconsin.

## STATEMENT OF CIRCULATION OF THE EVENING WISCONSIN, MILWAUKEE, WIS., January 1, 1899:

SIR:—The actual number of complete copies printed of this paper for one year from January 1, 1898, to January 1, 1899, have been as stated below:

Days	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	Monthly Totals Recapitulated.
1	New Year	17,286	18,028	17,983	Sunday	20,773	18,891	18,209	18,059	17,941	17,364	17,623	
2	Sunday	17,435	18,876	20,068	28,062	20,723	48,802	18,162	18,086	Sunday	17,166	17,166	JANUARY.
3	24,120	17,816	18,114	Sunday	23,668	22,052	37,919	18,426	18,248	17,626	17,805	18,644	19,246
4	21,759	17,678	17,904	Sunday	22,990	22,052	37,919	18,426	18,248	17,626	17,805	18,644	
5	24,120	17,816	18,114	Sunday	22,990	22,052	37,919	18,426	18,248	17,626	17,805	18,644	
6	23,846	Sunday	20,772	17,509	22,886	20,137	22,268	18,382	18,050	17,602	28,006	17,186	FEBRUARY.
7	23,107	17,808	18,604	17,581	21,626	19,864	19,125	Sunday	18,850	17,705	Sunday	17,109	19,098
8	23,176	17,808	18,604	17,581	21,626	19,864	19,125	Sunday	18,850	17,705	Sunday	17,109	
9	23,176	17,808	18,604	17,581	21,626	19,864	19,125	Sunday	18,850	17,705	Sunday	17,109	
10	23,176	17,808	18,604	17,581	21,626	19,864	19,125	Sunday	18,850	17,705	Sunday	17,109	MARCH.
11	18,031	17,651	17,927	20,141	22,886	19,848	20,235	18,056	18,076	18,010	17,739	17,184	
12	18,133	17,829	18,021	19,000	22,540	21,837	19,120	18,066	18,036	Sunday	17,915	18,339	
13	18,087	21,029	21,363	17,255	22,774	Sunday	19,457	18,044	17,950	17,684	18,274	17,081	APRIL.
14	18,313	Sunday	Sunday	19,727	24,846	19,695	19,045	19,103	17,975	17,621	Sunday	17,203	20,284
15	17,715	17,629	17,839	19,720	27,185	19,455	21,884	Sunday	17,999	17,712	17,406	17,073	MAY.
16	20,098	17,730	17,688	18,301	Sunday	19,411	18,885	18,084	18,146	17,996	17,211	17,123	23,195
17	Sunday	21,023	17,657	20,213	22,241	19,224	20,229	18,532	17,864	Sunday	17,262	17,350	JUNE.
18	17,430	20,797	17,535	Sunday	22,174	19,695	Sunday	18,110	18,150	17,604	17,150	19,413	20,030
19	17,253	18,964	17,354	18,280	22,172	20,930	18,888	18,751	Sunday	17,588	17,431	Sunday	
20	17,353	18,464	17,354	18,861	22,113	Sunday	18,583	18,064	17,821	17,559	18,926	17,168	JULY.
21	17,331	18,148	17,200	21,416	23,712	18,921	18,376	18,081	17,892	17,609	17,116	17,116	21,771
22	20,020	18,454	17,591	20,563	Sunday	18,759	18,577	18,021	17,797	18,784	18,850	17,211	AUGUST.
23	Sunday	18,102	17,208	28,655	21,825	18,783	19,802	18,103	17,821	Sunday	17,206	17,104	18,234
24	17,028	17,703	17,265	Sunday	21,509	18,879	19,802	18,103	17,821	17,698	16,932	18,587	SEPTEMBER.
25	16,924	17,779	17,172	22,989	21,867	25,590	18,667	18,215	Sunday	17,440	17,214	Sunday	17,943
26	17,203	21,789	20,109	22,754	21,370	Sunday	19,063	18,020	17,676	17,376	18,782	Christmas	
27	17,129	Sunday	Sunday	21,673	21,336	18,901	18,213	18,529	17,694	17,437	Sunday	17,015	OCTOBER.
28	17,311	18,820	20,519	23,139	23,174	18,672	19,538	18,529	17,694	17,374	17,234	17,091	17,873
29	20,614	18,487	18,770	22,261	Sunday	18,248	18,106	18,106	17,710	18,069	17,238	17,108	
30	17,375	17,575	17,875	26,709	21,114	18,743	19,520	18,096	17,667	Sunday	17,294	17,133	NOVEMBER.
31	17,337	17,659	17,659	20,769	20,769	Sunday	Sunday	18,010	18,010	17,580	17,580	19,000	18,010
No. Total	481,135	448,761	495,175	527,495	603,086	520,783	566,055	492,337	466,531	464,718	468,270	454,692	17,488

\* Grand total of copies printed during the year, 5,989,038. The grand total when divided by 311, which is the actual number of days of issue, shows an average number of complete copies printed per issue to have been 19,257. This is a correct report for one year, ending with December 31, 1898, and is made for the purpose of securing an accurate and exact circulation rating. *A. J. Thivens,*  
It will be noted that this report is signed by one whose authority to sign is apparent.

REV. MOR.

MORACE M. FORD, 112 Dearborn St., CHICAGO, ILL., Western Representative. CHAS. H. EDDY, 10 Spruce St., N. Y. CITY, Eastern Representative.

### THE SMALL ADVERTISER'S SPACE.

If I were buying space for the advertising of a retail store in a small city, the kind of a contract I would make would depend on the character of the newspapers which were to carry the business. If our local paper (or papers) were issued weekly, I should first make an estimate of the minimum amount of money I wanted to expend with each one, and then contract for as large a space in each issue for a year as my appropriation would buy, with the privilege of more space at any time I wanted it, at same rate per inch. In a weekly paper, my advertisement should be in the same place every week—the best place I could get it, of course—but, wherever the position, always the same; just as the editorial, and the markets, and local news, are always right where people expect to find them each week. Of course, in a weekly, my advertisement should be changed each issue, unless I wanted to announce some business event of considerable moment, in which case the announcement might stand for three or four weeks preceding the event.

If the paper was a semi-weekly, I should use three or four times as much space in the second edition of the week as in the first; the paper which reaches the farm on Friday or Saturday is the Sunday paper for that farm. The ad should have its specified place in the semi-weekly, too—and stay there.

In the country daily, if we had one or more in our town, I would not contract for a certain amount of space in every issue, but for a certain number of inches to be used in the year, for a specified sum. If I could possibly arrange it, I would offer to pay cash in advance for the space, too. That is the most powerful price-reducer that can be brought to bear on a country paper's rate card. If the rate card says five cents an inch each insertion, it's pretty certain that you can get 1,000 inches for \$35, or 3,000 inches—which would give you an average of nearly ten inches a day—for \$75 to \$90.

It's the nicest way in the world to buy space—from your standpoint; we are not talking about the printer's side of the question. Suppose you have bought 3,000 inches. One week you stay out of the paper for five days, and "save up" the space, and on Sat-

urday you take a half page and are even. Or use five inches each day and a quarter page on Saturday. Or take your ten inches and divide it up each day; ten little one-inch ads, or five two-inch. Of course if you use more than your 3,000 inches in the year, you get the excess at the same rate per inch.

I believe you'll get more for your money this way than any other. I know the printer gets less for his work.—*Chas. S. Anderson, in Advertising World.*

### TRADE METHODS ABROAD.

Mr. John A. Lee, editor of the *Interstate Grocer*, is in receipt of a letter from J. George Heid, a young St. Louisian, now traveling abroad, which contains some very interesting information. One incident that struck Mr. Heid was the absence of the huge trucks, drays, transfer wagons and other cumbersome vehicles which are so much in use by the wholesalers here. Owing to the narrowness of the streets which characterizes every city in Germany, Norway, Sweden, Denmark or Austria, it is a manifest impossibility to use such huge vehicles. For the same reason goods destined for the business houses are never unloaded on the sidewalks in front, but are delivered in the courtyard in the rear. Mr. Heid says that throughout Germany all goods are delivered free to customers by the jobbers and manufacturers within city limits. To offset this, the teamsters, who are paid only a small salary, expect a small gratuity or "drink money" from the customers. A few of the jobbers in the principal cities have their hauling done by transportation companies, but the majority of them do their own receiving and delivering. The same system of free delivery also obtains with the leading retail stores. In many instances the delivering of goods by retail stores is extensively carried on by men and women, who use all manner of conveyance in this work. Many of them use small wagons drawn by dogs, but sometimes the locomotive power is furnished by the men and women themselves. The favorite conveyance is a huge basket strapped to the back, or carried upon the head, and these baskets often contain loads that would stagger the most muscular American. In Germany, Mr. Heid says, dealers do not buy their sugar direct from the manufacturer, but from the refiner, who buys the unfinished article from the manufacturer. The refiner sells the finished product in quantities of about thirty tons to the lot, to dealers able to purchase such an amount. As many of the grocers are unable to afford such an outlay, they have recourse to the forming of clubs with other grocers.—*St. Louis Republic.*

### A STAR IDEA.

It's a trifle, but it's a bright idea, in fact the most effective thing that has appeared lately in the dailies, that little star that E. J. Murphy puts in his for sale and to rent ads in the *Union*. When you see a star, that means Murphy, and it must be admitted that the *Union's* advertising pages have quite a star-spangled appearance some days.—*Springfield (Mass.) Homestead.*

A GOOD picture talks German, French, Filipino, or Patagonian just as well as it does English, and tells a story quicker than any amount of cold type.—*Advertising World.*

Pressroom and Circulation Books Open to the  
World.

**STILL HIGHER**

IS THE

**HIGH-WATER MARK**

IN THE

**Nashville Banner's**

**CIRCULATION!**

The Daily Average Circulation for the Year  
Ending January 31 was

**14,930**

Circulation is the basis of value of advertising space in newspapers. The NASHVILLE (Tenn.) BANNER accepts advertisements based upon accuracy of its circulation statements, making no charge whatever if proved inaccurate, misleading or deceiving. Its pressroom and books are open to advertisers, and every facility given for ascertaining the facts. The BANNER is the only Nashville paper which makes known its circulation.

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THE NASHVILLE BANNER, | New York Office, 150 Nassau  
NASHVILLE, TENN. | Street,  
E. M. FOSTER, Business Manager. | S. S. VREELAND, Representative.

# When you want a thing the way to get it is to advertise for it.

To the room of a maid in Manila  
There clambered one night a gorilla.  
She thought 'twas her hub  
Coming home from the club,  
And she hit him—but not with a pilla.



A girl of color  
Had an image that went to  
the room of a maid in Manila  
And she hit him—but not with a pilla.

There was a young girl of Zambesi  
Thought camels a cinch like parchesi;  
But mounted she swore  
She'd spatter the gore  
Of the man who said 'twas damest.



A lady of Zambesi  
Thought camels a cinch like parchesi;  
But mounted she swore  
She'd spatter the gore  
Of the man who said 'twas damest.



In presence of a maid in Manila  
Her husband went to the room  
And she hit him—but not with a pilla.



There was a young girl of Zambesi  
Thought camels a cinch like parchesi;  
But mounted she swore  
She'd spatter the gore  
Of the man who said 'twas damest.



There was a young girl of Zambesi  
Thought camels a cinch like parchesi;  
But mounted she swore  
She'd spatter the gore  
Of the man who said 'twas damest.



A young girl of Zambesi  
Thought camels a cinch like parchesi;  
But mounted she swore  
She'd spatter the gore  
Of the man who said 'twas damest.



A chuffy young maid of Havana  
Had a habit of saying "Manana,"  
But that wasn't the word  
The good people heard  
When she slipped on a piece of banana.



A prominent lady of Swat,  
When asked to go out on a yat,  
"Instead of the cruise,"  
Said, "Gimme some bulse,  
I'd a great deal rather be shot."



A chuffy young maid of Havana  
Had a habit of saying "Manana,"  
But that wasn't the word  
The good people heard  
When she slipped on a piece of banana.



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When asked to go out on a yat,  
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The good people heard  
When she slipped on a piece of banana.

A prominent lady of Swat,  
When asked to go out on a yat,  
"Instead of the cruise,"  
Said, "Gimme some bulse,  
I'd a great deal rather be shot."

The Ripans Chemical Company think they could use with advantage a collection of rhymes and jingles based on facts stated in testimonials published in the daily press. Everybody sees them.

The sort of rhyme and jingle The Ripans Chemical Company want is illustrated in the samples printed above, which is a reproduction of a page from the Humorous Supplement of the New York Journal for Sunday, February 26th.

For every rhyme or jingle that The Ripans Chemical Company can use for advertising purposes they will send the poet a five-cent package of Ripans Tabules. They will clear his brain.

For every really good rhyme or jingle they will send a dozen of the five-cent packets, by mail, postage paid. A dozen packets will make a poet over new.

For every rhyme or jingle that they think worth so much, they will send a one-dollar greenback. This is a Klondike. Address all communications on this subject to

THE RIPANS CHEMICAL COMPANY,  
Advertising Department, No. 10 Spruce Street, New York City.

# COUPONS GRATIS

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In connection with every advertising contract placed with PRINTERS' INK or the American Newspaper Directory before July 4, 1899, subscription coupons will be issued to the full amount of the contract, the coupons being redeemable on presentation at any time during the present century, each coupon, when indorsed by the name of the subscriber, being

Good For

One Year's Subscription for PRINTERS' INK,

Price, Five Dollars,

or

One Copy of the American Newspaper Directory,

Price, Five Dollars.

At the Option of the Subscriber.

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For further information address,

PETER DOUGAN,

Advertising Manager of PRINTERS' INK

and The American Newspaper Directory,

No. 10 SPRUCE STREET. NEW YORK CITY.

## JOURNALISM IN NEW YORK.

NEMESIS GETS A "WORLD" MAN—HAD SECURED A COPY OF THE "JOURNAL'S" CIRCULATION SHEET FOR \$10 AND WAS CARRYING IT OFF WHEN HIT—HAS HIS ACCOMPLICE ARRESTED FOR "NOT ACTING SQUARE."

Michael Levine, who is employed in the circulation department of the *Journal*, was accused before Magistrate Kudlich in the Centre Street Police Court yesterday of having committed an assault upon Charles J. Flannigan, who is employed in the circulation department of the *World*. The alleged assault occurred under the Bridge, in Rose street, near New Chambers street, several days ago. Flannigan received a blow on the lower jaw from some blunt instrument, probably a lead pipe, which broke his jaw and felled him to the ground unconscious. He is now confined to his home at 654 Halsey street, Brooklyn, and was unable to appear as complainant.

Levine said in court that he had met Flannigan by appointment on New Chambers street. He had agreed to give Flannigan for the sum of \$10 the circulation sheet of the *Journal* containing a list of all the newsdealers to whom the paper is sold and the number of copies sold to each. This is regarded as the paper's most treasured secret. Levine's story was that he left Flannigan in a saloon on Rose street after giving him the circulation sheet and returned immediately to the *Journal* office.

Lawyer Einstein, Levine's counsel, asked for his client's discharge on the ground that there was no evidence against Levine. Flannigan's lawyer presented a statement signed by Flannigan giving in detail his view of the affair, and asked Magistrate Kudlich to issue a warrant for Levine when sufficient evidence should be adduced to implicate him in the assault. This the Magistrate promised to do, and he then discharged Levine.

Flannigan's statement regarding the transfer of the circulation sheet was as follows:

"I, Chas. J. Flannigan, Jr., being of sound mind, but in such physical condition that it is impossible for me to appear in court, desire to make the following statement under oath: On Feb. 2, 1899, at 7.30 o'clock in the evening, I met by appointment a man named Levine, an employee of the New York *Evening Journal*, in New Chambers street. He came down the north side of the street, and I says to him: 'Hello! You are on time. Are you ready for me?' And he says 'Yes.' Raising his left hand and putting it to the inside pocket of his coat, he pulled out an envelope addressed to David Crow, who holds a position as collector in the *Evening Journal* city delivery.

"We then went up as far as a saloon at 22 Rose street. I suggested going to a restaurant nearby, and to another place of good repute around on Pearl street, but he objected on the ground that he would be seen. Finally he says, 'Well, come on, let's go up under the bridge. It will be safer and no one will see us.' I says, 'Oh, no. Come around into the restaurant or into the saloon where we can sit down and be comfortable.' He says, 'No. I wouldn't be seen for a good deal of money.' Then we started up Rose street.

"When we got at the saloon at 22 Rose street I says, 'Come in here; this will do. We never can complete this thing standing up against the bridge here.' He went into the saloon with me and I opened the envelope and looked to see that the slip was there. Levine says, 'I'll go around to the corner of Franklin street and tell them it's all right.' I gave him \$5, and he says, 'Now, Charley, you can sit here and fix it up and I'll go and tell them it's all right.'

"He went out and came back when I had the sheet nearly completed excepting five or six small items. He says, 'Hurry up, now. Hurry up. You've got the life scared out of me.' He was leaning over my shoulder, offering his assistance in calling off the few remaining items, and I wouldn't have it. I then hurried around and handed him the slip to take back to the *Evening Journal* office and told him I would wait until he returned. 'No. No. I've been square with you,' he says. 'Now you be square with me. I want the other money.' I says, 'All right,' and gave him \$5 more.

"Then I started to put on my coat and folded up the memorandums. I walked over to the bar and says, 'Boss, give me a glass of beer.' Then I left the saloon. Levine had left five minutes ahead of me. I came out of the saloon on the north side of Rose street and started toward Franklin street with the intention of going to the *World* office. The last I remember was reaching the corner of Franklin and Rose streets. The last man I saw or spoke to, except the bartender who served me with the beer, was Levine.

"The next thing I knew I was in the circulation department in the *World* and friends were washing the blood from my face and neck and hands. I was dazed and could not explain what had happened. I recovered enough to go to my home, 654 Halsey street, Brooklyn, where I was attended by my physician, Dr. Bowen, of 782 Hancock street. He told me my jaw was broken.

"CHARLES J. FLANNIGAN, Jr."

It does not appear whether or not the *Journal* gentleman got back from the *World* gentleman his copy of the *Journal's* circulation sheet.—*New York Sun*, March 1st.

## HER IDEA.

One Sunday afternoon I was trying to amuse a juvenile visitor by showing her photographs of travel. As we came to a big picture of the Gibraltar rock she exclaimed delightedly: "Oh! I know what that is, it is Gibraltar. But," she added in a disappointed tone after examining the photograph:

"Where is the building?"

"What building?" I asked.

"Why, the building that is in the rock."

By dint of patient questioning I finally discovered that she had been attracted by some of the Prudential's advertising, which represents the handsome house of the company on the face of the big rock, and she fancied that a hole had been excavated in the rock and the building actually erected there.—*The Journalist*.

## A MECHANICAL ADVERTISING DEVICE.

A clever advertising device attracts the attention of Bostonians. It consists of a sign-board upon the center of which is a gigantic face, which appears to be enjoying a cigar six feet long and one foot thick. The smoker seems to inhale deeply, the end of the cigar grows and then the red hue fades away as a cloud of smoke blows into the air. The secret of this piece of mechanism is revealed by the *American Machinist*. The cigar, which is of copper, contains an incandescent electric light and is connected with a steam pipe. Back of the sign is a disk wheel, having a projecting pin and driven by a motor. This pin establishes and breaks the electric circuit as well as opening and shutting the steam valve. When the electric circuit is closed the smoker inhales with zeal. As the disk turns the circuit is broken and the steam valve is opened, forcing clouds of smoke into the air. The effect is entirely out of proportion to the simplicity of the means employed.—*Philadelphia Record*.



# STILL MARCHING ON.

THE ONE NEWSPAPER THAT COVERS THE SOUTHWEST,

## LOS ANGELES TIMES

Circulation Statement for Every Day of the Year 1898.

DAY	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
1st.....	22,500	20,340	21,280	26,520	<b>28,000</b>	30,300	28,560	27,700	24,220	22,740	22,620	22,680
2nd.....	<b>27,000</b>	20,360	21,320	22,680	22,680	29,280	28,610	28,610	24,400	<b>21,820</b>	22,500	22,710
3rd.....	19,780	20,300	21,300	<b>22,210</b>	30,930	29,210	<b>41,310</b>	27,900	24,280	22,510	22,180	22,870
4th.....	19,700	20,400	21,600	22,940	29,280	29,600	43,080	27,060	<b>23,000</b>	22,520	22,410	<b>27,200</b>
5th.....	19,900	20,510	21,400	23,520	29,200	<b>40,100</b>	28,830	27,690	22,960	22,900	22,670	22,220
6th.....	19,800	<b>18,000</b>	<b>20,200</b>	24,700	29,180	28,800	30,470	22,070	23,700	22,300	<b>22,200</b>	22,810
7th.....	19,850	20,240	21,300	22,470	32,320	10,030	28,310	<b>18,300</b>	22,700	22,530	22,870	22,750
8th.....	22,400	20,200	22,200	23,360	<b>42,810</b>	28,850	29,102	27,450	23,740	22,470	22,610	22,900
9th.....	<b>27,000</b>	20,280	21,740	23,540	29,300	28,880	29,050	27,900	23,700	<b>21,180</b>	20,360	22,700
10th.....	20,100	20,220	21,500	<b>25,940</b>	29,530	28,620	<b>27,400</b>	22,110	23,710	22,500	24,280	22,700
11th.....	20,000	20,230	21,330	26,860	29,210	28,880	28,120	27,380	<b>24,000</b>	22,280	22,820	<b>27,000</b>
12th.....	19,950	20,700	21,920	25,100	<b>32,880</b>	<b>27,000</b>	29,400	26,140	23,310	22,180	22,780	22,700
13th.....	19,940	<b>19,000</b>	<b>20,950</b>	22,680	32,420	27,950	29,250	26,280	23,200	22,200	22,610	22,680
14th.....	20,040	20,150	21,950	25,610	30,960	27,860	32,720	<b>24,700</b>	24,240	22,610	22,810	22,710
15th.....	19,980	20,150	21,900	24,900	<b>41,620</b>	27,860	30,270	25,800	23,180	22,750	22,480	22,800
16th.....	<b>24,000</b>	20,500	21,900	24,300	29,220	28,950	26,130	24,710	<b>21,800</b>	22,400	22,800	22,800
17th.....	19,950	22,480	22,620	<b>34,800</b>	28,700	27,390	<b>27,100</b>	26,000	<b>22,910</b>	22,300	22,410	22,800
18th.....	20,080	20,350	22,030	25,470	28,980	28,390	29,050	26,020	<b>21,500</b>	22,180	22,320	<b>27,500</b>
19th.....	20,000	21,250	22,310	25,350	28,380	<b>27,100</b>	29,835	26,820	22,900	22,250	22,770	22,520
20th.....	20,000	<b>19,500</b>	<b>21,310</b>	25,160	28,365	28,750	28,680	26,800	22,700	22,200	<b>22,800</b>	22,400
21st.....	20,040	20,670	22,050	30,110	28,460	28,940	28,510	<b>24,820</b>	22,800	22,230	22,690	22,800
22nd.....	20,250	21,150	22,300	28,270	<b>40,820</b>	28,410	28,600	25,610	22,620	22,340	22,500	22,680
23rd.....	<b>28,000</b>	21,050	22,240	28,600	29,420	27,370	28,100	26,790	22,510	<b>21,000</b>	22,000	22,550
24th.....	19,950	21,200	22,310	<b>27,410</b>	30,240	27,510	<b>27,200</b>	27,560	22,700	22,260	22,150	22,680
25th.....	20,100	21,070	22,180	27,170	30,210	28,600	27,090	25,250	<b>21,900</b>	22,440	<b>22,000</b>	<b>27,000</b>
26th.....	20,200	21,570	22,640	28,300	29,660	<b>28,100</b>	28,300	25,110	22,500	22,300	22,630	22,800
27th.....	20,200	<b>21,210</b>	<b>27,040</b>	27,960	29,940	28,025	28,700	25,210	22,500	22,300	<b>27,000</b>	22,700
28th.....	20,310	<b>20,600</b>	25,080	28,840	29,800	27,295	27,700	<b>24,000</b>	22,500	22,320	22,320	22,700
29th.....	20,380	.....	26,000	28,300	<b>28,150</b>	27,500	28,900	24,800	22,500	22,550	23,000	22,700
30th.....	<b>24,000</b>	.....	26,700	27,710	29,110	27,350	27,320	24,770	22,510	<b>22,200</b>	22,700	22,800
31st.....	20,210	.....	22,700	.....	28,820	.....	<b>27,200</b>	24,510	.....	22,600	.....	22,800
Total.....	724,510	617,070	730,910	812,020	891,505	891,810	872,477	857,180	728,270	740,585	728,045	744,140

### ANALYSIS.

Total Number of Copies Printed Daily and Sunday...**9,537,887**

Sunday Average.....**33,738**

Total Number of Returns for the Entire Year.....**135,593**

Daily and Sunday NET Average.....**26,131**

By a careful examination of the figures in January and December, it will be seen that the approximate gain in circulation during the year is, for the Daily issue, **3,000** copies; for the Sunday issue, **6,000** copies.

STATE OF CALIFORNIA,  
COUNTY OF LOS ANGELES, } ss.

Personally appeared before me, HARRY CHANDLER, Vice-President and General Manager of the Times-Mirror Company, who being duly sworn, deposes and says that the daily bona fide editions of THE TIMES for every day of the year, ended December 31, 1898, were as above.

(Signed),

HARRY CHANDLER,

Subscribed and sworn to before me this 25th day of January, 1899.

[SEAL.]

THOMAS L. CHAPIN,

Notary Public in and for the County of Los Angeles, State of California.

[NOTE.—Figures in bold face type in the above table show Sunday circulation. ]

The average net daily sworn circulation of THE TIMES for the past eight years, ending in each case on September 30th, is shown below:

1890.....	<b>6,762</b>	1894.....	<b>13,314</b>
1891.....	<b>8,223</b>	1895.....	<b>14,581</b>
1892.....	<b>10,296</b>	1896.....	<b>17,732</b>
1893.....	<b>12,208</b>	1897.....	<b>18,719</b>

**WILLIAMS & LAWRENCE,**

ADVERTISING MANAGERS,

59 Tribune Building, New York City.

87 Washington Street, Chicago.

## IS IT NEW?

AERDEEN, S. D., Feb. 21, 1899.

Editor of PRINTERS' INK:

I endorse the views on advertising of a

## THE MAN WHO DOESN'T ADVERTISE.

Breathes there a man with soul so dead  
That to himself he hath not said,  
"My trade of late is getting bad,  
I'll try another ten-inch ad."  
If such there be, go mark him well,  
For him no bank account shall swell—  
No angel watch the golden stair  
To welcome home a millionaire.

To such a man the noisy din  
Of traffic may not enter in,  
For bargain hunters by the score  
Shall pass nor heed his dingy door;  
For tho' his sign is on the wall  
And on some barnyard gate a scrawl,  
No people who have cash and sense,  
Go prancing around to read the fence.

The man who never asks for trade  
By local line or ad displayed  
Cares more for rest than worldly gain  
And patronage but gives him pain;  
Tread lightly, friends, let no rude sound  
Disturb his solitude profound.  
Here let him live in calm repose  
Unthought except by men he owes.

And when he dies, go plant him deep  
That naught may break his dreamless sleep,  
Where no rude clamor may dispel  
The quiet that he loved so well,  
And that the world may know its loss  
Place on his grave a wreath of moss  
And on the stone above, "Here lies  
A chump who wouldn't advertise."

—Mortimer Crane Brown.

South Dakota poet which is worth your attention. Truly yours,

W. E. KIDD.

## "FLOODED" WITH APPLICATIONS.

Office of GLASCOCK &amp; Co.,

Patent Attorneys,

626 F Street, N. W.

WASHINGTON, D. C., Feb. 23, 1899.

Editor of PRINTERS' INK:

In your issue of February 22, on page 35, you give a notice of "How to Make Money by Invention, and in connection therewith you state that it is your assumption that this book is distributed gratuitously. As a result we are flooded with applications for copies. As the book is sold for \$1 per copy you will see that it will be necessary for us to engage in considerable correspondence to answer these applications. We would therefore ask that you state in your paper that the book is not intended to be given away. At the same time we desire to thank you for your good intentions in the matter. Yours truly,

GLASCOCK &amp; Co.

## CULTIVATING A SMALL FIELD.

AN INTERESTING ACCOUNT OF A WELL-CONSIDERED CAMPAIGN.

ST. ALBANS, VT., Feb. 21, 1899.

Editor of PRINTERS' INK:

You may not know us, but we certainly know PRINTERS' INK, and look forward to its arrival at this office with great interest.

We know that you always seem interested in any new concern that is entering the advertising field, and beg your criticism of our work.

Let the writer state briefly that, previous to his accepting the management of the St. Albans Remedy Company, he was employed as sten-

ographer by Wells & Richardson Company, of Burlington, Vt.

January 10, 1898, he left that concern and found himself in St. Albans with nothing but a formula in his possession looking out upon a sea of competition and realizing that millions and millions of dollars were being expended in pushing established proprietary remedies.

"Why don't you start a new thing?" was the remark of one. "Why do you try to resurrect an old thing?" was the remark of another. "You can not get into the field any way," another friend said. But believing in the old saying, "Nothing venture, nothing have," the writer planned out a campaign and started in.

He selected a small territory, realizing that the only chance was to be the "biggest frog in the pond," and not having unlimited capital to

**SMITH'S**  
**Green Mountain**  
**RENOVATOR** 40 YEARS SUCCESS VERMONT

**CONSUMPTION A SCORFULOUS AFFECTION.**  
Is Visible to the Remedy that Always Cures Such Diseases.



Consumption, whether due to hereditary causes and being the result of accumulated vices that appear in the lungs, or whether it appears as a form of wasting disease, and is cured by taking a reasonable daily dose.

No matter what the cause of consumption, the result of Smith's Green Mountain Renovator should be taken. This is a wonderful blood purifier and will start the removal of the causes of the body if not at all, it should be, then a cure such as Smith's Green Mountain Renovator is most easily needed.

If consumption is due to a general breaking down of the system of the body and a wasting away of tissue, then Smith's Green Mountain Renovator is invaluable, as it is an active and excitant tonic. For all who are troubled with backing cough and as indication to continually take oil, this remedy should always be taken to mind. For those who notice they are losing in weight and the general signs of the organs of the body is not at all, it should be, then a cure such as Smith's Green Mountain Renovator is most easily needed.

A case that will illustrate its value as such a tonic comes to us from an honest physician, Dr. H. H. Jones, of the First Vt. Infantry, U.S.A. Major Norton was a comrade of Dr. Jones's in the hospital at Fairbury, Neb., where he was severely ill with phthisis fever. When he began to get better he felt the need of a tonic and knowing of Smith's Green Mountain Renovator wrote from that place, asking that a bottle be sent him. The following is a letter printed in the Vermont State Gazette.

"I am pleased to write you that your Green Mountain Renovator is the best and the most efficacious medicine of the day. I used it according to directions. I felt the strengthening effects in a few days. In the course of a week I gained fifty pounds in weight. When I left the hospital I weighed 130 pounds. I have continued taking the Renovator since my weight has increased. My physicians were at first skeptical, but now they are all convinced. I have been able to do my work and am now in the best of health. I owe my speedy and complete recovery to your Green Mountain Renovator."

In the above case the regimen of the body was promoted to perform their work. The strength was given them for the purpose. The blood was purified, the general health was restored, the influence of the winter of disease was driven from the system, and the stomach, under the influence of the wonderful blood tonic, for itself the stimulus to create new and healthy flesh tissue. Just as you will find results be obtained in stopping the ravages of consumption when the patient is run down from disease.

**HERE'S THE PROOF**

**CURES**  
**Consumption**

work with, he selected a few of the New England States and the larger portion of New York State. He did no advertising in the newspapers until the last of September, 1898.

Previous to this people who had been cured were looked up, and testimonials secured; men were sent out on the road with instructions to sell the retail trade, when possible, on the strength of what we were going to do; if impossible to sell, to leave on commission, and if that failed to donate two or three bottles. This was done to avoid losing first demand from advertising. The jobber was not approached.

You will note by the samples of advertise-

ments sent you that the writer believed that large display advertisements, entirely different from anything that had appeared in the newspapers before, would be the most effective.

All the best papers on this territory were used except the Boston papers. They were not used, as the writer felt that the time to appear in these expensive mediums was when our goods were very thoroughly distributed in every city, town and hamlet. Money would not be wasted then, as their circulation is very general.

The writer designed and wrote the books sent you, and they have been distributed in the larger towns and cities, and mailed in the smaller places at different times.

Bear in mind that we did not run a newspaper ad until the last of September. The first of January, 1899, the St. Albans Remedy Company had received in cash nearly one-fourth of the entire amount of money expended in the business.

In the face of the competition of the present day; in face of the conditions that prevail among the retail druggists; and in face of the fact that this was a "dead" article, it remains for PRINTERS' INK to say whether or not we have done well.

The writer felt that the retail druggist was an important item in introducing a medicine to-day, and aside from advertising to the consumer, he has made it an object for the retail druggist to push the goods, and lays aside an appropriation for that purpose, which is expended in attractive offers, etc.

The writer's idea has been to bring together the man who buys the medicine and the man who hands it over the counter.

The jobber, as stated above, has never been approached at all, but we have heard from every jobbing house on our territory—some forty odd in all.

We dealt direct with the retailer on the start, and to some extent now, but gradually our trade is coming through the jobber.

Very truly yours, E. D. FARRAR,  
Mgr. St. Albans Remedy Company.

#### DELICACY IN NEBRASKA.

CHICAGO, Ill., Feb. 16, 1899.

Editor of PRINTERS' INK:

Judging from the inclosed letter heading,

suicide. As I entered the house I noticed that a man of good appearance followed me. The wife of the suicide was crying and repeating over and over, 'What shall I do? What shall I do?' Up steps Mr. Man. 'Pardon me, madame,' says he. 'Here is my card. Our rates for death notices are twenty cents a line for each insertion.' And hanged if he didn't get five lines," concludes the humorous Mr. Risley.

F. A. HEYWOOD.

#### AS NECESSARY AS BLACKSTONE.

Office of DR. ALFRED L. COLE,  
Medical Institute and  
Council of Physicians.  
D. D. Lynch, Mgr.

24 Washington Avenue, So.

MINNEAPOLIS, Minn., Feb. 24, 1899.

Editor of PRINTERS' INK:

For years I have studied PRINTERS' INK with profit. No up-to-date business man can afford to be without it, I care not what his line may be. If he is up to date, then he advertises, and how can he get the proper results from his advertising without first knowing how to advertise? To every advertising manager and writer, PRINTERS' INK is what Blackstone is to every lawyer.

Respectfully yours, D. D. LYNCH.  
Advertising Manager, Dr. Alfred L. Cole.

#### "GIVE HER GAS."

PHILADELPHIA, Pa., Feb. 23, 1899.

Editor of PRINTERS' INK:

The inclosed advertisement from the *Item*

#### MACHINERY, TOOLS, ETC.

"IF YOU WANT to win a lass; treat her well;  
"give her gas." I attend to gas engine wants.  
H. Fellenbaum, 431 Orrianna, #501.

belongs to PRINTERS' INK's collection of advertising curiosities.

A. D.

#### IN NEW ORLEANS.

NEW ORLEANS, La., Feb. 18, 1899.

Editor of PRINTERS' INK:

During Mardi Gras festivities here the past week, the Red Cross Cough Drops were advertised by a band of about twenty men parading the streets wearing masks in imitation of dogs' heads, and displaying a large banner,

*Special Attention Given to Upholstering  
and Cabinet Work.*

## H. S. STYER...

DEALER IN

### FURNITURE AND UNDERTAKERS GOODS.

**THERE IS A TIDE**  
in the affairs of man,  
when certain affairs  
must be intrusted to  
others; which should  
be attended to with  
sympathetic delicacy.

H. S. STYER,  
UNDERTAKER.

*Rising City, Nebr. Febr 14th 1899*

Mr. Styer has a delicate way of putting the main point. Very respectfully,

H. S. FASSETT.

#### A PHILADELPHIA FAIRY TALE.

PHILADELPHIA, Pa., Feb. 24, 1899.

Editor of PRINTERS' INK:

"Talking about nerve," said D. L. Risley, the real estate operator, "I once saw a demonstration that beats the band. I was called to a neighbor's house whose owner had committed

with inscription: "Stop That Barking Cough." A sound in mimicry of a dog's bark was produced with a coarse drum. Even more striking was a parade advertising "Frog in Your Throat." Men dressed in perfect likeness to frogs marched through the sloppy streets under small parasols, made to resemble mushrooms, while the announcement of "Frog In Your Throat" cough remedy appeared on their white breasts. Quaker Oats were represented by a float bearing two men in Quaker attire.

E. K. ANDERSON.

## IN SOUTH NORWALK, CONN.

SOUTH NORWALK, Conn., Feb. 16, 1899.

*Editor of PRINTERS' INK:*

A cycle dealer here a few months ago moved from No. 12 to No. 28 North Main street. On the day he moved he had lettered on one window, "Gone up! but only as far as 28," and on the other, "Gone from below to a better place above." The windows attracted the attention of everybody and his name was the talk of the town. Very truly yours,

ARTHUR D. FERRIS.

## AS ONE'S STOMACH YEARNS.

Office of

ZOBO MANUFACTURING CO.,

369 Broadway.

NEW YORK, Feb. 23, 1899.

*Editor of PRINTERS' INK:*

Inclosed find our subscription for your worthy publication for one year. We look forward for the issue weekly as one's stomach yearns for its customary meal. We wish the Little Schoolmaster the best of success. We remain, yours respectfully,

THE ZOBO MFG. CO.,  
D. Crakow, Sec'y.

## AN ORPHAN AD.

NEW YORK, Feb. 25, 1899.

*Editor of PRINTERS' INK:*I inclose an ad from the *National Stockman*

## 25 Homeless Little Boys,

BRIGHT. HEALTHY. ATTRACTIVE.  
from one month to seven years of age,  
for whom suitable homes are desired.  
Correspondence cordially invited.

## The Cleveland Protestant Orphan Asylum

1160 St. Clair Street, Cleveland, Ohio.

and Farmer which strikes me as a curiosity.  
Yours, etc., D. E. C.

## FROM TRENTON.

Office of

DAVID E. STRETCH,  
Wholesale and Retail Druggist,  
Cor. Warren and Fall streets.

TRENTON, N. J., Feb. 24, 1899.

*Editor of PRINTERS' INK:*

For several years past I have received PRINTERS' INK, read it with a great deal of interest, obtained many valuable points in advertising and am satisfied it has saved me many a dollar. Yours truly,

DAVID E. STRETCH,  
Proprietor Stretch's Balsam.

## TO THE POINT.

The following sign is conspicuously displayed on an all-night lunch stand in the African section of St. Louis:

NO CREDIT.

ALL COONS LOOK ALIKE TO ME.

—The Advertiser.

## IN A NUTSHELL.

Make your ads individualities; give them a personality that will be recognized; put something into them that will draw attention to them every time. That is the way to write effective ads. Use short words and short sentences; avoid entangling clauses and phrases. Be brief, be bright, be wise, be truthful, and use prices, first, last and all the time. Then choose your media wisely.—*Brookline (Mass.) Chronicle.*

## THEY FAVOR AGENCIES.

The Canadian correspondent of *Profitable Advertising* writes thus to that publication in regard to how Canadian publishers look at the agency question:

The business managers of our leading papers are unanimous in their view that the agencies earn their commissions, and even save the papers a large amount of expense, which would be entailed in promoting their foreign interests, had each paper to keep its individual representatives afield. Then there is the security against loss from bad business, an important point justly valued by the publisher, saving him much semi-clandestine research into the financial standing of the unknown customer. When an order hails from any reputable agency, however distant, in goes the ad without any misgivings as to remuneration. Think of the wear and tear this saves on the mind, which would otherwise be on the horns of a dilemma—dreading to offend a possibly good firm by putting them off till their standing is assured, and equally disliking the possibility of wasting valuable space on an ad with no likelihood of receiving a compensating check. "Theoretically," said one popular newspaper manager, "it may be all right to dispense with commissions to agencies, but even though I endorse the theory, I don't want to see it put into practice. It's like so many other theories that are perfectly sound on paper or when voiced, but aren't practicable to work with."

## "WATCH THE RED BUNDLES."

"Over at the little town of Robinson, Ill., is a merchant named Murphy who owes his success to a roll of red wrapping paper," said the Much-Traveled Ad Man. "Murphy has the biggest store in the town now, and ought to be rich in a few years. About four years ago he received his customary shipment of wrapping paper, and on opening it up, found it to contain, among the usual rolls of manila, one big roll of bright red paper which he had not ordered. It had gotten into his shipment by mistake. His first impulse was to return it, but on second thought it occurred to him that it could be used, even if it was off-color. Then he thought about it some more, and concluded to turn it to good account. As in all farming communities, Saturday is the great trading day at Robinson. So Murphy advertised a special sale for the next Saturday, and stated in the ad that all purchases would be wrapped in red paper. 'Watch the Red Bundles!' was the bold catch-line of his ad. People did watch the red bundles. They were so conspicuous that it looked as though everybody had been to Murphy's. The farmer coming into town would see so many red wrapped packages being carried around that he was instantly reminded of Murphy's ad and would make a bee-line for the same store himself. The result was the biggest Saturday in the history of Murphy's business. That afternoon he telegraphed to Chicago for a big shipment of red wrapping paper. I presume that it cost him a trifle more than the plain manila, but it has built up a big business for him. Everything you buy at Murphy's is done up in brilliant red, and in every ad he prints appears the impressive line: 'Watch the Red Bundles.'"

—The Advertiser.

## A CLEAR CASE.

Managing Editor—That new reporter is crazy.

Exchange Editor—What did he do?

Managing Editor—Tried to gain admittance to a house by representing himself as a book-agent.—*Brooklyn Life.*

## NOTES.

A "Little Whole Opportunity is Here Offered," is on a haberdasher's window.

*Success* (N. Y.) for February 25th contains an article on "Commercial Schools in Paris."

"OTHERS Hack at it, but Thirey cuts the price," is on a Poughkeepsie shoe dealer's window.

On a tailor's February window: "The Long and Short of It. We are too Long on overcoats and we want to get Short of them."

"SOME FACTS ABOUT CANADA," in the *Advertising Man* (N. Y.) for February, may interest advertisers who are considering the Canadian field.

MR. H. L. SIMMONS, with headquarters in the Times Building, New York City, has been appointed Eastern representative of Mast, Crowell & Kirkpatrick, of Springfield, O.

JAMES M. SLAVENS, of Kansas City, owns one of the most remarkable collection of newspapers in the world. It includes more than 5,000 different publications.—*Fourth Estate*.

"THE Washington Evening Star is no longer represented in New York by Mr. L. R. Hamersly, but will for a time at least attend to its foreign business directly from its home office."

ACCORDING to a statement filed with the American Newspaper Directory, the average circulation of *Leonard's Illustrated Medical Journal*, of Detroit, for 1898, was 10,500 copies per issue.

THE Siegel-Cooper Co. (New York) incloses in its packages tiny "shopping list" slates made of a material from which lead pencil marks can be erased with a damp cloth. The reverse side contains a calendar.

"ALAMEDA COUNTY ILLUSTRATED," a 230-page volume issued by the Oakland (Cal.) *Tribune*, is probably the finest volume ever issued to advertise a city. It contains several thousand half-tones of homes, farms and men.

REPRESENTATIVE HASKINS has introduced a bill in the Massachusetts Legislature which "provides for the protection of public parks, parkways and boulevards from disfigurement by advertisements."—*Profitable Advertising*.

A METHODIST revival at Mount Carroll, N. C., is advertised in the *Democrat*, of that place. The evangelist takes half a page of space and uses the impressive catchline, "Where will you spend eternity?"—*National Advertiser*.

NOTWITHSTANDING the persistent, as well as the malicious attacks that PRINTERS' INK has inspired from less successful rivals, that little journal still holds first place in the estimation of advertising men, as is evidenced by the fact that it can always be found on their desks, in their pockets or at their homes when wanted. "What advertising is to-day PRINTERS' INK has made it."—*The Mail Order Journal*, Feb. 15, 1899.

THE *Sunday News*, of New York, distributes with each issue a complete novel. Now the *News* has evolved the idea of putting three of these novels together, putting a cover on them, and selling the result at ten cents a copy to country people. Twelve numbers are issued each year, at a cost to the buyer of a dollar. Of the February issue it is claimed five thousand copies were sold. Advertising space is offered at \$2 per page per 1,000 copies, the page being about 11x17 inches.

A WINDOW on Broadway which looked as if a shell had exploded in it, bears this sign: "This window was bound to be ahead of the others. It was to have a grand opening and display on March 1st, but as it was not built for blizzard weather the opening came sooner

than we expected. New plate glass, 15x20 feet, is coming from the factory, and it will be all sorts of proof. And we can give you proof that this is the best place in New York to trade," etc.—*National Advertiser*.

A SYNDICATE has just been formed in London with a capital of 1,000,000 pounds to purchase the *Sketch*, the *Illustrated London News*, the *English Illustrated Magazine*, the *Penny Illustrated Paper* and the *Lady's Pictorial*. Shares to the amount of 750,000 pounds will be offered to the public, 375,000 of which will be in common stock paying five per cent, at a shilling premium, and 375,000 of four per cent bonds. It is believed that the shares will be taken up by the market as readily as those issued by the Newnes, Harmsworth and Pearson syndicates. Unless America has gone mad on the subject of trusts it is not believed by conservative citizens that such a project would be received with favor here.—*Fourth Estate*.

## Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

## WANTS.

WE buy, rent and sell letters replying to ads. PRESS LETTER EXCHANGE, Sta. E, N. Y.

PERFECT half-tone cuts, 1 col., 81; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

EXPERIENCED adv. man wants position as adv. mgr. of mercantile house or daily. Address "T. L." care Printers' Ink.

MAIL ORDER catalogue, with our imprint on same, wanted from firm who mails goods direct. S. K. NOVELTY CO., Nickleville, Pa.

ADV. man in all large cities, for the best trade paper. Liberal com. Write, giving exp. and papers, Room 1090, 326 Dearborn St., Chicago.

ADVERTISING Ideas Wanted. New suggestions on illustrating and writing advertisements for silverware. "MANAGER," Box 753, Meriden, Conn.

WANTED—Case of bad health that R-I-P-A-N-S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

EXPERIENCED young newspaper man with capital desires to connect himself with daily paper in city over 10,000. Address "H. D.," 1513 Manhattan Bldg., Chicago.

EXPERIENCED journalist (employed) wants ed. management of daily in N. Y., N. J., Conn., Mass. or Pa. Would buy interest. "MARCH," care Printers' Ink.

STAMPS wanted—Uncancelled U. S. postage and revenue stamps bought at a small discount. Any quantity. Write or call. CHAS. WEIL & CO., Bankers and Brokers, 421 Broadway, N. Y.

CONTRACT with responsible firm to distribute advertising matter. Territory south and west of Kansas and Pacific Coast. Ref. given. Address "C. A. G.," Box 111, Burlington, Kansas.

WANTED—Prices on 2½x3 inch house numbers and 4½x18 street panels. 1,200 house numbers and 315 panels wanted. Will use Philadelphia system. Send prices and samples to F. H. KOONTZ, city clerk, Bufton, Indiana.

ORDERS for 5-line advertisements 4 weeks \$10, in 125 Wisconsin newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

BUSINESS is booming where properly advertised. We can furnish you the best and cheapest advertising medium. It will be your own trade paper beautifully illustrated and printed. For particulars write to HALSTED PUBLISHING CO., 18 Rose St., N. Y.

WANTED—Retail merchants in every line of business to send for sample page of *Marriner's Combination Day-Book* (copyrighted); practical, simple; combines day-book, cash-book and journal; only book required except ledger. J. E. MARRINER, Berlin, N. H.

**ADWRITER**, manager open for engagement anywhere. **F. M. DAVIS**, Mt. Vernon, N. Y.

**WANTED** by a gentleman who has had a long and varied experience as a writer and journalist, and who is thoroughly posted on the questions before the people, the editorial control of a weekly newspaper, where he can be of service in advocating the principles laid down in the Chicago platform, and opposing imperialism. Will take permanent place for a reasonable salary, or for share of profits of first-class paper. Address, "B. P. R.," 618 H Street, N. W., Washington, D. C.

#### BOOKS.

**A** LIST of the 25,000 Pennsylvania school teachers for \$1.50; a directory of the 2,500 Pennsylvania school boards, with address of officers, for \$1.00. **H. G. PHILLIPS**, Williamsport, Pa.

#### SUPPLIES.

**THIS PAPER** is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd. 10 Spruce St., New York. Special prices to cash buyers.

#### JOB PRINTING SPECIALTIES.

**PUBLISHERS** are making money and permanent customers handling our Ledgerette Bill File in job printing dept. **W. R. ADAMS & Co.**, Detroit, Mich.

#### ILLUSTRATORS AND ILLUSTRATIONS.

**DESIGNS**—Anything from a card to a poster. **E. H. PFEIFFER**, 3 Chambers St., N. Y. City.

**H. SENIOR & CO.** Wood Engravers, 10 Spruce St., New York. Service good and prompt.

**CUTS** for advertising. Send for catalogue. State business. **STANDARD ELECTROTYPE CO.**, Wilmington, Del.

**CUTS**, 1 col. 3c.; 2 col. 5c. Type high, col. wide. Cheap materials at hand. Boy of 15 can do it. Process (new) sent for \$2. **EMPRISE CHEMICAL WORKS**, Clinton, Ont.

**RETAILERS** looking for clean cut, attractive illustrations should send stamp for new cut sheet. Cuts made to order. **J. ANGUS MACDONALD CUT AND AD SERVICE**, World Building, New York.

#### ADVERTISING MEDIA.

**40 WORDS**, 5 times, 25 cents. **ENTERPRISE**, Brockton, Mass. Circulation exceeds 6,000.

**ADVERTISERS' GUIDE**, Newmarket, N. J., 8c. line. Circ'n 4,000. Close 24th. Sample free.

**AMERICAN HOMES**, Knoxville, Tenn.; 1 yr. \$1, including 40-word ad. Disp. lic. ag. line.

**ONE-HALF** cent a line. Min. charge 25 cents. Average 2,350 in 1898. **PLAINDEALER**, Nacogdoches, Texas. Weekly.

**ANY** person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**\$10** WILL pay for a 5-line advertisement four weeks in 100 Illinois newspapers; 100,000 circulation weekly; other Western papers at same rate. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York. Catalogue on application.

**THE** Easter number of the **COLORADO CHURCHMAN** will be the finest church paper ever issued in the West. Rate \$1.50 an inch. Send copy at once. Kipling's great Recessional set to music, 10c. Colorado's Climate and Minerals, 10c. 1962 Broadway, Denver, Colo.

**"PUBLICITY** is the review of reviews of all advertising journals, and has subscribers throughout the United Kingdom, America, Canada, Australia, New Zealand, Italy, etc. Fifty cents yearly. Isn't it time you sent 50 cents for it? **MORISON'S ADVERTISING AGENCY**, Hull, England.

**ABOUT** seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address **THE GEO. F. ROWELL ADVERTISING AGENCY**, 10 Spruce St., New York.

#### STEREOTYPE OUTFITS.

**STEREOTYPE** outfits \$15 up; new method; plates like electros. Also cheap cut making process; no etching. Circulars for stamp. **H. KAHRS**, 240 East 33d St., New York.

#### PRESS CLIPPINGS.

**MANHATTAN PRESS CLIPPING BUREAU**, No. 2 West 14th St., N. Y. Press Clippings for trade journals; all subjects; best facilities.

#### ADDRESSES AND ADDRESSING.

**8,000** **WELLS CO.** Ind., farmers' addresses, \$3. **W. B. GUTELIUS**, Bluffton, Ind.

**CLASSIFIED ADDRESSES**—Agents, invalids, trades, etc. Authenticity guaranteed. State class, quantity and secure rates. **F. R. CARTER, Inc.**, 114 W. 34th St., New York.

#### AD EDITORS.

**YOU** send us your copy; we edit and criticise it. Write for booklet. **THE PUBLIC EYE**, Box 413, Madison, Wis.

#### ADDRESSES FOR SALE.

**CLASSIFIED** addresses, doctors, lawyers, gilt-edge commercial houses, etc., all warranted up to date. For rates address **CLEMENT & CLEMENT**, Montreal, Canada.

#### NEWSPAPER INFORMATION.

**FOR** latest newspaper information use the latest edition of the **AMERICAN NEWSPAPER DIRECTORY**, issued March 1, 1899, Price, five dollars. Sent free on receipt of price. **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

#### ADVERTISING NOVELTIES.

**AD NOVELTIES** made by **CHICAGO ENVELOPE CLASP CO.**, Buchanan, Mich.

**WATCHES** for adv. purposes, 75 cts. up. Cat. free. **CANTON CO.**, Eastport, N. Y.

**LETTER** opener; nickel-plated steel; ad stamped on handle. **H. D. PHELPS**, Ansonia, Conn.

**ATTRACTIVE** business cards catch the eye. I design and engrave them for \$3.50. Send for samples to **E. H. PFEIFFER**, 3 Chambers St., New York City.

**JOB PRINTERS**—One in a city to use Perfection Counter Check and Scratch Book Binders. Get orders without soliciting. Address **SHUMATE**, Lebanon, Ind.

**LOW** Price Advertising Novelties with genuine merit. Something new every day. Write for samples and catalogue. **THE WHITEHEAD & HOAG CO.**, Newark, N. J.

**NEW** and original designs in leather novelties. Memorandum books, card cases, etc. Manifold books of special forms. **W. M. BRITSCH & CO.**, 14 S. 5th St., Philadelphia.

**FOR** the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**\$1.90** **VALUE** costs 4 cents. Effective premium matter for any business; easily handled. Samples free to proper parties. **GEO. M. VICKERS**, 153 N. 55th St., Philadelphia, Pa.

**HAVE** a monthly business talk with your customers by monthly card calendars, made for newspaper offices doing job printing. Samples free. **COURIER-PUB. CO.**, Rochester, N. H.

**USE** Judgment in ordering advertising mailable bill files. The American is patented. None other is. All infringers will be prosecuted, and also users and distributors of same. **AMER. BILL FILE CO.**, Fort Wayne, Ind.

**GREAT** trade bringers. One of the oldest colleges in the West will offer correspondence instruction in any studies desired by any one, to one leading store in each city, at five cents per study per week, thus allowing merchant to offer efficient superior instruction (in home study courses) to regular patrons as a premium (without expense to buyer) on a basis of 5 per cent of sales. Address **Box G, Valparaiso, Ind., U. S. A.**



## A POWERFUL PULLER; A PR

The COURIER-JOURNAL is far reaching in its influence, more than double the circulation of other newspapers. It leads all others in local, suburban and foreign news. It reaches more thoroughly the States of Indiana, Alabama, Georgia and Mississippi.

# The LouisvilleCo

**DAILY, SUNDAY**

It has a pure tone, a chaste character, a high standard of journalism. It is a daily paper taken in thousands of homes throughout the South. It has a long and honorable record therein for years. An advertisement in it carries a stamp of approval of its publisher and editor.

## THE LOUISVILLE

**BIG FIGURES**

Its daily average is 98,000

Or a grand total of 1,000,000

**Tribune Building,  
New York.**

**The S. C. Beck & Co.**

**Sole Agents for Advertisements**



## PR AND RESULT PRODUCER.

er read in its influence and effect. It has  
on other morning paper in Kentucky.  
urbany and State circulation, and cov-  
of na, Illinois, Kentucky, Tennessee,  
ppi.

# le Courier-Journal

**UND WEEKLY.**

cter wholesome moral sentiment quite sur-  
rned pernicious prints. It is the only  
of So homes, and files of it are preserved  
ment columns carries with it the personal  
heritor as a guarantee of good faith.

## LL TIMES

**IS THE LEADING  
AFTERNOON PAPER.**

erage 98 was **33,405** } **AND TRUE**  
total. **10,455,934** }

**ck Special Agency,**

**nts for Advertising.**

**The Rookery,  
Chicago.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure: display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, MARCH 8, 1899.

EVERY article has points that make it a desirable article for somebody.

The good mediums too often carry the burdens of a host of poor ones.

GOOD advertising requires chiefly the application of ordinary common sense.

WRIGHT & GARLAND, of Lineville, Ia., write: "A printing office without **PRINTERS' INK** is like a washerwoman without soap."

ONE of the most attractive advertisements in the March magazines is that of Vitos (Cf. *Scribner's Magazine*, page 70).

WOMEN's forms and faces will continue to be used in advertising in spite of the federation of all the federated women's clubs in existence.

*Agricultural Advertising* of Chicago is one of the most valuable of **PRINTERS' INK's** babies. Every page of the February issue is interesting.

A GENTLEMEN interested in the prosperity of the *Fourth Estate* asserted that that paper has over thirteen hundred paid subscribers. **PRINTERS' INK** was amazed.

AN interesting story is told in this issue of an attempt on the part of the *New York World* to ascertain certain facts about the circulation of the *New York Journal*. The only *New York* daily that dares to tell the truth about its daily issue is the *Evening Post*.

THE more one studies advertising the more one is impressed with the fact that the illustration which shows an article in actual use can not be surpassed in effectiveness by any other kind of picture.

THE W. L. Douglas Shoe Company, of Brockton, Mass., is sending to dealers as "suggestions for shoe advertisements" the specimen retail shoe announcements that appeared on page 18 of **PRINTERS' INK** of Feb. 15th. Evidently the managers of the company know a good thing when they see it.

BECAUSE one man has succeeded by the use of certain methods, is no indication that another would do the same. The methods may have been extremely bad, and the success achieved have resulted in spite of, rather than because, of them. To merely imitate another's methods, without knowing the philosophy that underlies them, is to invite failure.

WHAT profit is there in talking about the quality of goods offered for sale as long as the probable purchaser is not told how much he can get of it for a dollar? It is all well enough to know how fine the paper, how good the presswork, how well edited, and how good the people are who are reading it, but what the advertiser wants to know is: How many?—*The Imp, Lincoln, Neb.*

THE newest **PRINTERS' INK** chick, hatched in New York at 1135 Broadway, is called *The Adviser*. It is a monthly costing fifty cents a year and rather interesting. From a perusal the Little Schoolmaster is in doubt whether it is issued in the interest of New York advertising agents or of the Vin Mariani people, who pre-empt much of its space both in the reading and advertising columns.

IN February, 1898, the "Maine" was blown up, and the event resulted in the sale of thousands of extra newspapers. During that month the *Philadelphia Record* sold a daily average of 181,309 copies. In February, 1899, the *Record's* average circulation daily was 187,376, or over 6,000 copies more per day than in the period of excitement last year. The fact that this increase is normal, being obtained in a period of public quiet, makes it all the more significant.

THE collection of advertisements in the March magazines is an unusually excellent one. It seems to have been one of those occasions when a large number of meritorious announcements appear simultaneously.

If advertisers can not obtain reliable circulation figures from the agencies who handle their business, where are they to get them? We have offered the publisher of one directory a thousand dollars in cash if he would agree to give all papers rated in his book as honest a rating as does the American Newspaper Directory. He said he would consider the matter.—*F. H. Nagel, in the Advertiser Guarantee Company's Reporter for Feb.*

Some one said of a celebrated book by T. B. Macaulay: It may be history, but it is not history. Except the American, no newspaper directory attempts to publish facts about newspaper circulations.

THE Metropolis Theater of New York distributes a four-page publication 9x14 inches in size, containing eight or ten large half-tone illustrations of the scenes in the coming week's play, as well as a synopsis of its story, its cast of characters, etc. It strikes the Little Schoolmaster that such advertising is well calculated to increase the custom of a theater where melodrama reigns supreme. Whether it would have any effect in a house of amusement the *hoi polloi* does not frequent, is an interesting speculation.

He no sooner places a card in the papers, or in one of the magazines, than he is inundated with professional advice. The good offices of a new order of scientists are pressed upon him. He is appealed to by the "professional advertisers" and the "business builders," the "ad-smiths" and other industrial incubators. These brainy gentlemen appear to have but one purpose in life. It is to save the fledgling advertiser from self-destruction, to rescue him from financial ruin, and to make him rich. They know precisely how to plan the fortunes for others and are panting to do it. To be sure most of them are struggling against adverse fate themselves, but that is because they are so busy building fortunes for the advertisers that they have no time to devise any ways and means for anything like selfish ends. They are like poets who write divine and altogether unpublishable verses merely as a matter of relief to hursting genius. And "adsmiths" are prepared to make the sparks fly from the anvils of their genius for a small fee per spark. They will weld the links in the chain of fortune and for a consideration will present the claims of the piano in a manner so transfigured that the piano-maker himself will fail to recognize the creation of his own hands. This is the viewpoint of that newly-developed tribe of brain-workers who devise advertising schemes and write advertisements.—*The Presto, Chicago, Feb. 23d.*

Adwriters of the class indicated are about as rare as articles describing the existence of them are numerous.

"THE interviews with small advertisers which you occasionally publish," said a visitor to the Little Schoolmaster, "are, I think, more valuable than those with the big advertisers. The small advertiser talks of difficulties which he has just encountered which the big one has long ago forgotten. Particularly interesting to me have been the interviews with the advertisers who used small space in the New York dailies. Only one of these appeared to have made a failure of it—a striking instance of the fact that a small advertisement is not lost even in the blanket sheets of the metropolis."

"ADVERTISING don't pay," some people say, yet the most successful firms are always the largest advertisers.—*Press and Printer, Boston, February 25th.*

That is the very point. The largest advertisers make money. Successful newspapers find their largest advertisers most certain to renew their contracts. The large advertiser gets his money back and a profit. The small advertiser gets neither. If you would advertise, advertise largely, boldly, continuously. If you can not do this in ten papers do it in one. Better four columns of good matter in one good paper than one column of equally good matter in eight papers of equal quality

THE American Newspaper Directory gives the average circulation of any newspaper having a regular circulation of over 1,000 copies, provided the publishers will send a detailed statement covering all issues for a whole year. If a paper has 10,000 subscribers the first of January and reaches 100,000 by December 31, the average for the year would be about 50,000 and the paper would be so rated in the A. N. Directory. If a paper has 100,000 circulation at the beginning of the year and decreases to 10,000 the average will again be 50,000 and will be so stated in the A. N. Directory. The *Imp* is of the opinion that this method is antiquated and that Mr. Rowell, although doubtless one of the most progressive men of our time, has gotten into a rut. A year is a long time nowadays and it is immaterial to the advertiser what the circulation of a paper was a year ago. What he wants to know is, "What is the circulation now?"—*The Imp, Lincoln, Neb.*

What the advertiser wants to know is not how many copies were printed to-day, but how many will be printed to-morrow, next week, next month, and so on for the year his contract is to run. The best indication of that may be found in a knowledge of what the issue has been for the year that is past. Circulations that double in a night sometimes fail to materialize after a day or two. It was a saying of a farmer who constructed a compost heap: "What will grow in a year will rot in a year."

ONE of the best reasons PRINTERS' INK has ever heard for not stating the circulation of an old established respectable paper was spoken by a gentleman who at one time assumed charge of one of these heavy respectable dead and alive publications, and re-galvanized it into something like life. "Why," said he, "talk about what has been the actual issue, if the ——— had done that last year there would not be any ——— to-day." The question that suggests itself to the Little Schoolmaster, is whether the advertiser who was last year paying money to the ———, if he should know now just what its edition was, would not express himself in words that might be best set down as ———.

I WANT to know how to convince merchants in country towns that advertising pays.—H. W. Crenshaw, Charlton, Ia., in the *Advertising World*, Columbus, Ia.

As a general thing advertising does not pay. The reasons are numerous. Some common ones are these: The advertisement is poor. It occupies too little space. It is not changed often enough. It is put in cheap papers because they are cheap, instead of in good ones because they are good. It is begun too late. It is stopped too soon. There is no earnestness about it. There is no "get up and get" about it.

PRINTERS' INK will shortly award another Sugar Bowl. It will be given to that newspaper published in the region south of a line drawn from San Francisco east to St. Louis; from St. Louis east to Cincinnati; from Cincinnati east to Philadelphia; from Philadelphia east to the Atlantic Ocean that gives an advertiser best service in proportion to the price charged.

The territory specified includes the cities of Washington, Baltimore, Louisville, Richmond, Atlanta, Nashville, New Orleans, Dallas, Houston and Los Angeles, thus taking in one paper that had a show for the Sugar Bowl lately awarded to the Kansas City *Star*. The paper referred to is the Los Angeles *Times*, and PRINTERS' INK has the impression that if some more Eastern publisher in the specified territory wants to secure this Sugar Bowl, he had better post himself concerning the extraordinary merits of the Los Angeles *Times* with the consciousness that unless he can tell a pretty good story for himself he is not going (to quote a familiar phrase) "to be in it."

ON Saturday, February 18th, the Minneapolis *Journal* announced that it had deposited a certified check for \$3,000 with L. S. Donaldson & Co., to be divided equally between three specified charities in case the Minneapolis *Tribune* proved four propositions in regard to its circulation which it was asserted it had claimed. Charges were also made that the *Tribune* sent out free copies every day to postmasters, in many cases the numbers so sent exceeding the entire population of the towns to which they were forwarded. The *Tribune* denied having made the claims in the form in which they appeared in the *Journal*, indicated what it really had claimed, produced figures to substantiate the claims, and deposited \$3,000 and offered to deposit any other sum desired, if the *Journal* would show the *Tribune's* figures to be false, or would prove that the *Tribune* sent out as sample copies over one and one-eighth of one per cent of its circulation. This counter challenge the *Journal* ignored, and the controversy died the death that always will overtake all similar discussions everywhere.

THE advertising manager who studies tendencies, trying wisely to forecast the future, must have had his attention drawn to the very apparent preference on the part of shrewdest advertisers to big-space displays at irregular intervals, in place of fixed-space business. One of the largest proprietary remedy concerns in New York, which has scored a remarkable growth in two years, is firmly committed to the belief that occasional broadsides are immensely more effective than continuous advertising in uniform space. The same preference is apparent in the business of local merchants and department store concerns in the smaller cities and even the country towns. Quarter, half and full page displays are much more frequently indulged in, but at judicious times, when announcements very special are to be made, or advantage to be taken of fleeting conditions. We can not believe that the tendency should be either deplored or combated. Our conviction is that the more advertisers are educated to plan for and secure quick results, the more profoundly they will be impressed with the value of advertising, and the better they will learn how to utilize publicity. There will be more snap injected into store management.—*Newspaperdom*.

THE publishers of the American Newspaper Directory, beginning with their issue for March, 1899, renew the guaranty that from 1888 to 1896 inclusive, a period of nine years, they maintained concerning the accuracy of circulation ratings in their book, by which a reward of \$100 was paid to the first person who proved that a circulation rating in actual figures, based upon a statement received from the publisher of a paper, was not true as given. The Directory will henceforth attach a distinguishing mark to every circulation rating based upon a satisfactory statement, provided the said statement is accompanied by a deposit of one hundred dollars in cash, to be held forever by the Directory publishers, the guaranty being continued year after year without further payment until the correctness of the rating has been successfully assailed. The circulation of a newspaper is the actual number of complete perfect copies printed. What disposition is made of the copies when printed is of interest only in fixing the character or comparative value of the circulation.

### THE DECAY OF GERMAN NEWSPAPERS IN THE UNITED STATES.

The Illinois *Staats-Zeitung*, for some fifty years the most prominent German newspaper in Chicago and the Northwest, is in the hands of a receiver. It has failed simply because there is not a paying demand in Chicago for a daily newspaper in the German language. The descendants of the immigrants for whom the *Staats-Zeitung* was founded are numerous and prosperous. They have not forgotten the German language, but they habitually read, and prefer that their children shall read, newspapers printed in English. They are not Germans, they are Americans. They are not a class by themselves, but part of a community heterogeneous in its origin, but one in its Americanism.

There are, to be sure, in Chicago as in other large American cities, some Germans who have never mastered the English language and never will. There are other Germans of the class represented in this town by Herr Otten-dorfer's *Staats-Zeitung*, who continue to be substantially foreigners living in America. The great mass of American citizens of German descent regards

these German-Germans in America with amusement or disgust. Sooner or later the *Staats-Zeitung* of this town will have to come into the United States, Americanize itself, and learn the English language and American institutions or it will decline and fall like its namesake in Chicago. Daily newspapers printed in a foreign language in the United States find it more difficult every year to make a living. They will sink at last to the condition of a curiosity.—*New York Sun*, February 22, 1899.

### THE WEEKLY'S PLEA FOR QUALITY.

THERE IS NOTHING IN IT.

WASHINGTON, N. J., Feb. 18, 1899.

Editor of PRINTERS' INK:

I have noticed for a long time past that the Little Schoolmaster deprecates the value of weekly newspapers as mediums for general advertisers. Do you not make any exceptions in the application? It does not seem fair that a newspaper of the character and circulation of the *Star* should be classed with the patent outsiders and weeklies of nominal circulation. The *Star* is located in a county of 35,000 population and has a sworn average circulation for the past six months of 3,237. Only 833 papers go outside of the county, the borders of which are but four miles distant, and more than half the 833 are circulated within ten miles of Washington. Our advertising rate for a long-time contract is 15 cents per inch each insertion. I admit the position you take is well founded in many instances.

To a very large extent the *Star* is circulated among farmers who, with rare exceptions, take no daily paper; therefore, how are these people to be reached except through the medium of the *Star*? This same condition applies to a very large extent even in the towns, a fact that can only be appreciated by one having intimate acquaintance with the conditions that obtain. Very truly,

CHAS. L. STRYKER.

The Little Schoolmaster is misunderstood. It does not deprecate the weekly. The weekly is good enough. Nothing is better. The trouble is the weekly charges too much. The Washington (N. J.) *Star* is a particularly good weekly. An advertisement in it is worth as much or nearly as much as it would be in a good daily with the same circulation, but it is not worth more. Neither is it worth any more than the same number of so-called patent outsiders. As a general rule the weekly charges about five times as much as a daily with the same circulation. It is not worth it. The advertiser who has any sense declines to pay very much more for a weekly than he has to pay for a daily of the same issue.

## THE QUESTION OF CIRCULATION.

The bugbear of the whole advertising business is circulation.

As an example of publishers' "reticence," I inclose an extract from a letter received in answer to a request for rates:

As to the circulation of the *Medical Record*. It is a little difficult for us to state so you will know for a certainty just what it is—that is, if you accept our word and then accept our rating in some of the newspaper directories. One book gives us 17,500; another, 16,000; another, 12,000; another, 10,000; and, finally, another as exceeding 7,000. So there you are. We will say this to you that the circulation of the *Medical Record* is larger than that of any other three weekly papers combined. At any time, if you want definite information, you can obtain it at this office.

One must be very obtuse indeed to be unable to "know for a certainty" straight figures! Must a man make a tour of the States in order to get the information he desires concerning the publications in which he thinks of taking space?—C. G. Adams, *Advertising Manager L. A. W. Bulletin, in the Advertising Word*.

The Little Schoolmaster never knew a case where a publisher has habitually dealt with the circulation question in the manner here adopted by the New York *Medical Record*, that the said publisher could not be shown to be stretching the truth more or less if the actual facts were made known.

## ESPRIT DE CORPS.

The following letter was lately written to a New York patent medicine concern by a Minnesota druggist who has the impression that a medicine should be sold only in a drug store:

MANTORVILLE, Minn., Feb. 7, 1899.

*Ripans Chemical Company:*

GENTLEMEN—We are under great obligations to you for the large fund of information contained in the missive received by us a day or two ago. It is refreshing to us as registered pharmacists to learn from you where your nostrum can be obtained. It certainly relieves a great feeling of uncertainty and apprehension on our part to learn that the said nostrum can be procured at the "grocers, general stores, news agents, saloons and barber shops." While this solicitude for the welfare of your fellow man is touching (to the tune of 5 cents per touch), it seems to us that you have not placed them in all the places where their sale could be made. If it would not be out of order I would respectfully suggest that you include in your list of salesmen, breweries, dance-houses, blacksmith shops, post-offices, law-offices, pop factories, scavengers, chimney-sweeps, massage parlors, dressmakers, policemen, undertakers, railroad brakemen, elevator boys, jailors, bankers, hostlers. It might be well to include in the above list members of that long-suffering profession known as "hoss doctors," and also the dog-killer and pound-master. The former could use large quantities in the usual run of his practice, as we are told it is a sovereign remedy for botts, and is also said to be beneficial in button farcey, thumps and wind puffs. I would not have taken up so much of your valuable time from the improving correspondence you must already be carrying on with the saloon-keeping and tonsorial

fraternity, had it not impressed me seriously that you were not doing your duty by your fellow-man in not having above factors handle your wonderful remedy. In conclusion, I would suggest the following signs being prepared for hanging in prominent places in the business places of your agents:

FOR A GOOD EASY JAG  
TAKE RIPANS TABULES, **5c.**

FOR A GOOD SMOOTH SHAVE **5c.**  
TAKE RIPANS TABULES,

A RIPANS TABULE WITH  
EVERY 10C. SHAVE.

A RIPANS TABULE WITH  
EVERY 5C. BEER.

DO THE "HOUTCHER COUCHEE"  
WHILE BEING SHAVED.  
RIPANS TABULE.

Trusting that above suggestions will prove of value to you, I remain, yours for health,  
FRANK L. WILLSON.

About the most curious feature of the extraordinary communication here reproduced was the printed letter-head. It read:

THE SAMUEL WILLSON DRUG CO.,  
JEWELRY,  
STATIONERY,  
FANCY GOODS, WALL PAPER,  
PHOTO SUPPLIES,  
MUSICAL MDSE.,  
ETC.

## A SUBSCRIPTION ORDER.

THE PRESS PUBLISHING CO.,  
LINCOLN, NEB.

.....1899.

Please send "The Imp" for one year regularly to address below, for which I agree to pay One Dollar, payable in my own time devoted to reading it.

Information about .....  
A PAYING PAPER .....  
is worth one dollar .....  
to any advertiser. ....

Above is a copy of a subscription blank intended to circumvent the post-office antipathy to free circulation. A subscription price for a weekly or a monthly is becoming about as antiquated, about as out of date as the horse. The post-office should charge what it costs for carrying printed matter and cease fooling about what constitutes a subscriber or a paid subscription.



## The Right Booklet

will help your business. You know that as well as I do, but the trouble is to get the right booklet. All I want is a chance to convince you that I can give you the right one. If the two specials mentioned below do not suit you and you will tell me the general points about your business, I will show without charge a rough outline of the booklet I would suggest for your use. If you like the idea and the price, I will then complete the work promptly. That is fair enough, I am sure.

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I will write, illustrate and print in first-class style 1,000 small booklets for any ordinary business for \$35; 2,500 for \$45; 5,000 for \$55; 10,000 for \$75. Here is the kind of booklet it will be:

Eight pages, size  $2\frac{1}{4} \times 3\frac{1}{2}$  inches. Silk sewed. Good weight, good finished, tinted paper. Printed in two colors of ink, and paper being another tint, gives a three-color effect. Illustrated with four etchings from good pen and ink drawings, one being a striking cover design. Written in clear, forcible and business-like language. Presswork and typographical effect excellent.

---

A large booklet of same paper, with the addition of a heavier cover, will cost \$50 for 1,000; \$65 for 2,500; \$80 for 5,000; \$110 for 10,000.

Same high-grade writing, printing and binding as above, with the following changes:—Twelve pages, size  $3\frac{1}{4} \times 5\frac{1}{2}$  inches, just right to inclose in a business envelope. Cover printed in two colors and inside pages in two other colors. With the paper and cover in two different shades this can be made to give a six-color effect, if so desired. Illustrated with six etchings from good pen and ink drawings, one being an attractive cover picture. I have samples of this booklet if you want to see it.

*Chas. H. Jones*

Address, Suite 42, World Building,  
New York, U.S.A.

Writer, Illustrator and Director  
of Advertising.

## OHIO GIFT SCHEME.

Harley's Lion Store, Defiance, Ohio, has just concluded a successful gift scheme in connection with their annual "Blue Tag" or "1/4 off January Sale" of clothing and furnishing goods. Mr. Harley selected ten articles from the stock, ranging from 5 cents to \$8 in value. He displayed the articles in the show window with a card, announcing that they would be given away free of charge on Saturday afternoon at 4 o'clock. The firm gave a numbered coupon or blue tag with each purchase made during this special sale, and requested the holder to keep the tag, and if he were unsuccessful at the first drawing, his tags would be good for a chance at the three remaining Saturday drawings of the sale. Ten articles were given away each Saturday during the sale, and in this way the interest was kept up during the entire month. If 600 tags were given out the first week, 600 numbers corresponding were put into a hat and some disinterested person, blindfolded, was invited to draw ten numbers out of the hat. The first number drawn was entitled to the first or highest priced prize, and so on in rotation. The numbers were added each week, together with the remaining number from the week previous, and the same performance gone through with each Saturday, thus giving each person holding a ticket a chance at the four drawings if they were not successful at the first. The numbers winning prizes were on each article in the show window at 4 o'clock in the afternoon of the day of drawing.—*Advertising World*.

## THE "NORTH AMERICAN REVIEW."

Col. G. B. M. Harvey recently purchased the *North American Review* at a reported price of \$225,000. Thereupon the *New York Journal* gave the following sketch of the *Review's* existence:

The *North American Review* was established in May, 1815, and began as a quarterly. Its first editor was William Tudor, and in its general scope it was modeled on the *Quarterly Review*, of London. Between 1815 and 1830 the *Review* was edited successively by Willard Phelps, Edward Everett and Jared Sparks. In 1817 it accepted and published the most famous poem—"Thanatopsis"—of William Cullen Bryant, then but a youth. In 1830 Alexander H. Everett became editor, and for the six years that he was in charge Longfellow, Prescott, Bancroft and other distinguished writers were among the contributors. Dr. John G. Palfrey was the next editor, and during his incumbency Ralph Waldo Emerson was a frequent contributor. James Russell Lowell and Charles Eliot Norton assumed control in 1864, and at that time its writers were the most eminent literary men in the country. In 1876 the number of issues per year was changed

from four to six, and a little later the *Review* was made a monthly. Allen Thorndike Rice became its owner, but died just after being appointed Minister to Russia, and General Bryce became the owner. A change in the character of the *Review* has taken place in late years, and men famous in politics and war have been welcomed rather than men famous in literature alone. David A. Monroe, as president of the North American Review Publishing Company, secured control of the *Review* in 1896.

## W. DIXEY.

Wolstan Dixey has taken charge of the advertising of the Dayton National Cash Register Co., and abandoned his work as an ad specialist. If any one can improve the advertising of the Dayton concern, Mr. Dixey is the man.—*Advertising World*.

MR. C. S. FAULKNER, special agent in New York for the *Morning News* at Savannah, Ga., *Herald* at Augusta, Ga., and *News and Courier* at Charleston, S. C., says, concerning the American Newspaper Directory: "I find it more complete, and on that account more satisfactory, than any other." By "more complete" Mr. Faulkner means that the American Newspaper Directory goes more into details and tells more things than he, in the interest of an advertiser, finds it desirable to know. He particularly notes the value to an advertiser of the circulation ratings being extended over a series of years, by which, in Mr. Faulkner's opinion, an advertiser is enabled to form a pretty close judgment as to the established character of the paper.

## ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

## CANADA.

DAILY and weekly RECORD, Sherbrooke Quebec. Daily average for past 6 months, guaranteed, 2,652. Only daily within 100 miles.

IT'S not only because we can and do get the right prices from Canadian newspapers that we can be of use to you in placing your Canadian newspaper advertising; but, better still, we know which papers are giving results. Our advice may save costly mistakes. Rates and plans cheerfully submitted. THE E. DESBARATS ADVERTISING AGENCY, Montreal, Canada.

# THE EVENING Journal

OF JERSEY CITY, N. J.

Was selected by a Committee of Advertising Experts appointed by the American Newspaper Directory as the newspaper in New Jersey entitled to highest rank for size, class and quality of circulation and consequent advertising value.

Average Daily Circulation in 1898 . . 14,890



## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent ext: a for specified position—if granted.  
Must be handed in one week in advance.

**WANTED.**—Case of bad health that R·I·P·A·N·S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

## The Great Lakes Territory

is covered fully by

The

## Detroit Suns

Drop us a postal  
for rates.

Detroit Suns, Detroit, Mich.

## Booklets

Written,  
Designed and  
Printed.

I write, design and print Booklets, Circulars and Advertisements of every description. No one has better facilities. No one can do it better. If you mean business write me on your own letter-head telling your needs. I will furnish you a cover design and dummy of a booklet, circular or advertisement I would advise, *free of cost*, with estimate for the writing, designing and printing complete. Only one order needed. No bothering with artists, engravers or printers.

I attend to the whole business.

WM. JOHNSTON,

Manager Printers' Ink Press,  
10 Spruce St., New York.

## The Springfield (Mass.) News

Proves almost as much local circulation as any two other Springfield papers combined.

Look it up for yourself and then you will advertise where you get the best value for your money.

Total Average Circulation for Nine Months ending December 31, 1898, 8,008

## THE WESTERN WORLD

88 W. JACKSON BOULEVARD, CHICAGO, ILL.

THE WESTERN WORLD has now taken a place among the 100,000 circulation papers and brings fine returns. Try it. Address,

The Western World, 88 W. Jackson Boulevard, Chicago, Ill.

Or any Reliable Agent.

CHARITIES, published weekly, is the organ of the Charity Organization Society of the city of New York.

It is the mouthpiece and authoritative exponent of New York charity. It is read weekly, not alone by members of the Charity Organization Society, but by others who are interested in New York charity. It goes into the homes of the richest, most influential and religious citizens of New York of every denomination. Its reading matter consists of reports from every organized charity movement in the world, together with a calendar giving day, date and time of meetings in New York during the coming week. It contains articles on every phase of the social problem. Its contributors and readers are men and women of intelligence, education, wealth and position, numbering among them city pastors, social writers and others who are interested in charitable work.

If you have any article to sell to Charitable Institutions, Homes, Hospitals, Infirmaries, Insane Asylums, etc., you can reach the managers of such institutions by an advertisement in

# CHARITIES

*(Official Organ of the Charity Organization Society of the City of New York.)*

If you have anything to sell to the clergy, churches, religious or charitably inclined citizens in the city of New York you can do it by an announcement in CHARITIES.

If you have goods of established reputation which sell to the rich you can secure no better medium than CHARITIES. It reaches them in their homes and is read by them from first to last page.

Advertising Rates here given are merely nominal. They will be raised 100 per cent or more in the near future.

All contracts closed now will be carried out at the present rate notwithstanding the contemplated increase.

Agate measurement, 13 ems width of column.

Classified advertising, 5c. per line.

Display advertising 2½c. per line, 14 lines (35 cents) to the inch. Full page, 200 agate lines, \$5; half page, 100 agate lines, \$2.50; one quarter page, 50 agate lines, \$1.25. Special position, 25 per cent extra, if granted.

Address all communications to

WILLIAM C. STUART, Publisher, 105 E. 22d St., N. Y. City.

The Most Accurate  
and  
The Most Complete  
Financial and Commercial  
Market Pages

In any paper in Greater New York are  
published in

***The Brooklyn  
Daily Eagle***

A Good Wall Street Letter,  
Full Report of the Grain Market,  
A Column Daily About the "Outside" Market,  
Complete Record of Mining Transactions,  
Bright and Pointed Wall Street Notes.


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All the Commercial and Auxiliary Markets fully  
covered and special dispatches daily from Boston,  
Philadelphia, Baltimore and all the other active out-of-  
town Financial Centers.

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***THE EAGLE'S Financial News  
Leads Them All.***

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 Send for THE EAGLE'S Little Code Book of Wall Street  
Quotations.

# Our Facilities

We are equipped with every facility for the production of first-class advertising matter from a postal card to the most elaborate poster. Every department of our business has been thoroughly systematized so that we can safely guarantee prompt service and best work.

We can supply advertisers with reading matter, appropriate ideas, schemes and suggestions for the betterment of their advertising, designs of all kinds from plain pen and ink work to the most elaborate sketches in color. We can turn out anything that is required in the shape of lithographic or printed matter to a customer's entire satisfaction.

We have built up a substantial business by taking good care of our customers and giving them the right class of work. We would like to hear from you on your next order.



**THE GIBBS & WILLIAMS  
COMPANY,**

**Lithographers,**



**68 New Chambers St., N. Y.**  
(Running through to Roosevelt.)

**Telephone 4124 Cortlandt.**

"Two heads are better than one."

# 4c. 8c. 12c.

## ***for the same thing.***

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**If you are proud you pay 12 cents.**

**If you are sensible you pay 4 cents.**

**If you are mean enough you can buy it at 3 1-2 cents.**

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I know a man who prints a daily paper and pays 12 cents a pound for his ink. He knows another man who prints a daily paper and pays 8 cents a pound for his ink. These two men sometimes converse together. The 12-cent man says that the 8-cent man uses an 8-cent ink and the 8-cent man says that the 12-cent man don't use any better ink than he does. They are both of them stating facts, and their pressmen know that each of them pays, one 12 cents and the other 8 cents a pound for the same ink that the same dealer who supplies them would be willing to furnish them for 4 cents, but it does not seem wise to the dealer to suggest the lower price for the same goods for two reasons: *First*, because he makes a larger profit on an ink at 8 cents and at 12 cents than he can by selling the same ink at 4 cents. *Second*, these publishers who buy the 8-cent and the 12-cent ink would not be satisfied to use the same ink at 4 cents. They would be unhappy about it. Human nature is queer and human nature in printing offices is very queer indeed. I have done something to open the eyes of printers, but there are still a great many printers whose eyes are not opened and a whole lot of them who don't want to have their eyes opened. Were it otherwise there would not be so many printing-ink houses employing so many traveling salesmen, at from fifty to a hundred dollars a week in salary and expenses to sell from one hundred and fifty to two hundred dollars' worth of ink per week of the same sort that I would be glad to sell to the same people for from forty-five to sixty dollars. There is subject for thought in what I have said. Think it over. *Send also for my price list.*

ADDRESS

**PRINTERS INK JONSON, 8 Spruce Street, NEW YORK.**

## BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

*By Chas. F. Jones.*

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

A business man writes me that he would be very glad indeed if I could suggest through these columns some new and novel things that a retail store could do to attract trade. He says he is perfectly willing to expend a good deal of money, if necessary, in doing some big thing, if I would only tell him what to do. His letter, which is rather longer than I wish to take the space to print, suggests to my mind that there are a great many business men who are looking out for the big things to do, forgetting all about the little things which need attending to. There are, of course, a few big things that a business can occasionally do, but the sum of their importance does not amount to anything when compared to the sum of the importance of the little every-day duties which any business man can see for himself if he only will. The healthy growth of a business is not composed of one or two big spurts caused by some unusual exertion or unusual method, but by every-day hammering away at the simple thought of making business as reliable and as worthy of custom as possible. I never saw a store yet that could make a success by looking out for big things to do. If the same store will see that every little piece of merchandise in its building is right, will see that every individual salesperson does his or her duty, will see that every price asked for goods is reasonable, will see that every advertisement that they put out gives honest and trustworthy information, they will have their hands full every day in the year and will eventually get more business than they could in any other possible way.

CHICAGO, Ill.

*Mr. Charles F. Jones, New York, N. Y.:*

DEAR SIR—I have read several chapters in PRINTERS' INK and would like to ask you for some advice as to what I had better do to become an advertisement writer. What kind of literary studies shall I take up and how soon do you think I will be able to write advertisements?

MARTIN LONG SIMPSON.

There are a great many things that a person has to know before they be-

gin to know the first principles of good advertising. I do not know of any advertisement writer that has made a success by attempting to study out from a literary standpoint how to write advertisements. The ability to write paying advertisements comes about through long experience in practical business. An advertisement writer must first understand the general principles of business before he can write a line that would really be worth calling good advertising. I would advise Mr. Simpson to get a subordinate position in the advertising department of some store, some agency, or some newspaper. It does not matter much what the position is so that he can have an opportunity of watching how business itself is done. If he has got any talent in him that can be developed into an advertisement writer, he will soon be able to pick up enough information for him to practically show his ability to his employers. The chief thing to be studied along with business is human nature. Perhaps the knowledge of human nature may in some cases be found more important than the knowledge of business, but one can best study human nature through the study of business and the knowledge how to write advertisements is not a spontaneous knowledge that blossoms forth in a night, but comes through practical experience through buying and selling merchandise, or through seeing how other people buy and sell it.

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ST. LOUIS, Mo.

*Mr. Charles F. Jones, New York, N. Y.:*

DEAR MR. JONES—We have in our employ about two hundred salespersons and we are doing our best to drill them into the best way of waiting on the trade, but find it hard work. We have been thinking of getting out a little paper to circularize amongst them once a month, putting in this paper such instruction as we may wish to give them from time to time. Do you think it is a good plan? Yours truly,

A publication of the kind proposed would certainly do no harm and might do a great deal of good. It ought certainly to be worth the trouble and

expense of getting it up. One of the great faults with many large stores is that their salespeople are not as well drilled and therefore not as polite and attentive to customers as they ought to be. It is hard study sometimes how to drill a large number of people into knowing what is the proper way to do business. It is an every-day job, teaching and teaching from morning until night, year in and year out. After the publication has been issued it will be found perhaps that a great many of the employees do not even take the trouble to read what is said in it. I know one store that think they accomplish a great deal in training their employees by giving them weekly lectures on the subject of good business. It requires all the employees to remain for fifteen minutes after the store closes one evening each week. To make up for this overtime they are given a half hour extra for lunch one day during the week. During the fifteen minutes in which they are all gathered together after the store closes the superintendent explains the business points of general interest, telling the clerks how they ought to act under certain circumstances and endeavoring to impress upon them the ideas that the store wishes imparted to the customers. This store tried a weekly publication some time ago, but they found that the very persons who needed the instruction most were the ones who were the least likely to read it. The good clerks who did not need the instruction of course always read the paper.

\* \*

MONTGOMERY, Ala.

*Charles F. Jones, New York:*

DEAR SIR—I would like for you to tell me through PRINTERS' INK what you think of the four advertisements inclosed. I recently gave an order to a certain advertisement writer to prepare these for the use of my store. Instead of doing the work at once, the party wrote back for me to give him particulars about what I wanted to say. I replied that he ought to know his business, and if I had to furnish particulars I would just as leave write them myself. Do you think I ought to pay for work like this, which does not at all suit me?

Yours truly,

R. A. JACKSON.

Mr. Jackson ought to certainly pay for these advertisements, no matter how bad they were. The fact that the advertisement writer, whoever he may be, wrote for particulars, and that Mr. Jackson failed to give them, left the advertisement writer no other recourse than to do the best he could. Without the necessary information it is not

to be wondered at, that he did not produce what was wanted. Then again, the advertisements are not bad, they are good; they are general advertisements, it is true, and general means very little in the retail business, but the writer could certainly not be expected to say anything except general statements when the details upon which the advertisements ought to be built were missing. Here is a mistake that a great many merchants make: they expect the advertisement writer to do everything. They are like the man who goes to the doctor and says he is sick, but refuses to tell the doctor where his pain is located, says he will not show his tongue and holds his hands behind him when the doctor wants to feel his pulse. It does not matter how good the doctor is, he is not going to be able to give this kind of a man very good service; about the only thing he could do would be to give him some kind of a general medicine with a hope that it would hit the spot. The merchant who wants any advertisement writer to give him the service he ought to have should be just as particular in supplying full information as he would want the advertisement writer to be in writing up the information after it is supplied. No advertisement writer should be expected to be a mind-reader. He may know general business ever so well, but he can not know the particular circumstances that surround any business until he has been told about them.

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It is a very sad thing, but there are some people who expect advertising to do quite a different thing from what it is intended to do. Some people even expect advertising to do everything without their making any other effort. Now, there never was a greater mistake in the world, and the sooner a business man that has got such a notion in his head gets it out again the better it will be for him.

A Pennsylvania wholesaler came to me some time ago with a series of advertisements which he had used the season before and stated that he was very much dissatisfied with the results they had brought him. The series consisted of half a dozen or more postal cards stating the fact that the commercial travelers for the wholesale concern would call on persons to whom the cards were addressed before many days. The wholesaler said to

me in all seriousness: "As far as I can tell, these postal cards did not bring us in a single order, and therefore I am disappointed in the cards and in the person who wrote them." I asked the gentleman what the cards were intended to do. He replied: "They were intended to let our customers and those whom we wanted for customers know that our salesmen would call upon them in a little while and show our samples." I then asked him if the cards had done this much. "Yes," he admitted, "but they never brought us in any orders." "My dear sir," I replied, "the cards were not intended to bring in any orders. There is not one of them in which you mention about anybody sending you an order. There is not one of them in which you quote a price on your merchandise, or say anything about your merchandise, except that your salesmen will soon call with samples. The cards were not intended to get orders, in fact they were expressly intended to keep the persons who received them from giving an order to anybody until your salesmen had a chance to show you samples. The fault is not in the advertisements which you have used, but in your expecting them to do something for which they were never intended. If these postal cards caused the people who received them to remember your salesmen and give them a respectful and careful hearing when they came to present their story, then this postal card advertising was a success."

There are too many business men nowadays expecting advertising to do everything. They forget that they have their part to do and that advertising can not do it all, particularly that advertising aimed to accomplish one thing is not going to accomplish something in an entirely different line.

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KANSAS CITY, MO.

*Mr. Charles F. Jones, New York, N. Y.:*

DEAR SIR—We send you two or three of our advertisements which we would like to have you criticise. We take great pains in having our advertisements written just right and sometimes rewrite them two or three times before they are printed, as we believe that the success of advertising is not so much in the thing you have to tell as the way that you tell it. Can you suggest how we could tell our story better than we have done? Yours truly,

B. & Co.

The advertisements inclosed are fairly well written, and as they are too large to reproduce I do not see any

benefit that I could give the writers of this letter or PRINTERS' INK readers generally by picking them individually to pieces. I want to say, however, that B. & Co. have entirely the wrong idea of the success of advertising. There are a great many other people that are making the same mistake. The success of all advertising lies first in having a good, honest, reliable fact to present; that is the foundation, the starting point of all successful advertising; having first this good starting point, it is then, of course, very desirable that the fact should be stated in the best possible way, but the fact itself is vastly more important than the way of saying it. Some weeks ago I had a conversation with a Cincinnati business man who seems for years to have been laboring under the wrong impression. He wanted to know what would sell his goods, and in reply I told him that having goods that deserved to be sold was the first thing; second, making prices that were right when compared with the value of the goods and the figures that competitors were making; third, telling about these goods and these prices in such a way as to impress the public that the store was presenting reliable facts. This man said that was the first time he had ever been told by an advertisement writer that there were more important things than the writing of advertisements.

For a retail store I would much rather have a good story told in a simple, honest, unassuming way, than a poor story told in the most brilliant fashion that the best writer in the world could produce. The brilliant, unreliable advertisement might in some cases produce a temporary business excitement greater than the reliable advertisement, but it would be of the kind that does not last; there would be a reaction against the store that never follows where the announcement is truthful.

B. & Co.'s advertisements sound well as far as the reading goes; they look well as far as the printing goes; but there are a great many statements in them that I am satisfied will not hold water when the Kansas City buyer goes to the store in answer to the advertisements. Too much attention has been given to having the advertisements read well and too little attention to having them so they can be backed up well in the store.



## READY-MADE ADVERTISEMENTS.

*Edited by Wolstan Dixey.*

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

The editor of the Tioga (Texas) *Tribune* sends me three ads, asking whether I think "ads like these benefit the advertiser because of their being different from the stereotyped form used by many advertisers, or whether they would attract attention."

I think two of the ads are very fair, although they are decidedly stereotyped, and I think the one that tries to be original and funny gets furthest away from being good advertising.

Here it is, and I give it as a sample of one of the things which ought not to be done in advertising.

### W. A. MILLER,

BARBER.

Designer of features and facial upholsterer.

Whiskers and hair trimmed in all the languages.

Manufacturers of Mediterranean sea-foam and hydraulic shampoo.

Shaves to order executed on short notice with free hospital advantages and no extra charge for drayage. Correspondence solicited. Address box 32, Denton, Texas. Warehouse on the south side of the square.

Don't try to be funny. Don't try to get away from the business aspect of what you are talking about. Advertising is talking business first, last and all the time. If there is any funny thing that is essentially a part of the business it does no harm to let it come in; but any attempt at humor that is lugged in from the outside is of no use. Nine times out of ten it does more harm than good.

Talk about your business in your ads. Leave jokes and poetry and philosophy and all the other fine graces of literature to their own province. They are all right where they belong. They don't belong in advertisements.

### Evening Hats.

More than one hundred exquisite, chic and charming Evening Hats that are exceedingly pretty and not expensive commencing at \$2.50 up to \$7.50.

*Something to Tell About.*

### Shoe News.

We have a special machine to sew up rips. We defy competition and challenge these prices. Neat work, prompt attention. Gents' shoes, hand sewed, half soled and heeled 90 cents. Ladies' shoes, hand sewed, half soled and heeled 65 cents. Gents' shoes, half soled, nailed 50 cents. Ladies' shoes, half soled, nailed 35 cts. We use nothing but white leather.

*For a Baker or Grocer.*

### -EVERYBODY-

likes light, white bread. Good bread is one of the most nourishing and healthful articles of diet—you know that.

One kind of bread is sweeter, keeps soft longer and contains more nutriment than all other kinds, that's

—'S

*Painless Dentistry.*

### Painless Fillings

The——method is a recent and important advance in dental science. It makes the treatment of sensitive teeth absolutely painless. Decay may have gone so far that the slightest touch causes agony, but still my method makes the operation of filling mere pastime. I shall be glad to explain it to you personally.

*Attractive.*

### New Lamp Shades

covered with flowered wall paper. We have the frames, ready for covering and a choice lot of wall paper remnants—chinty, cretonne and delft effects—ready to do the covering with. You'd be surprised how artistic a gift you can make for a little money if you do the work yourself.

We have finished lamp shades from \$1.13.

*A Good Insurance Ad.***It's a Grim Legacy**

That you would leave your loved ones if you should die to-night—unassured.

The Equitable Life Assurance Society offer certain protection to your family if you should die—a competency for your old age if you live.

*For a Meat Market.***Going to Market?**

Don't forget that the best meat is always the most profitable to buy, because there is none wasted. In other words "it's all good." That's what our customers have said and what you will say, if you'll trade at

—S MARKET.

*Good Idea for a Dyer.***Look at him!**

We mean the young man with the dirty, bagged, faded suit—looks like a beggar. He doesn't know that we can make that old suit new again—Clean, dye and press it for \$3.00. A new suit will cost at least five times that.

*For an Optician.***I I I I**

"I am told there are four eyes there, but two is all I can see." Then will you not let us aid you? No further trouble, just a visit here and we'll test, fit and correct yours before supplying the other two. No charge for examination. We have solid gold glasses from \$3 up. The kind that don't hurt. Others cheaper of course. If troublesome eyes would but heed these words, eye troubles would soon cease.

**Made to Order Glasses.**

The complete satisfaction and comfort given by our made-to-order glasses is making our optical department daily more popular. The frames fit so perfectly that they are not felt; they are more becoming than ill-fitting ready-made glasses, and the price is no higher.

*Plain and Good.***MEAT!**

Are you an East Sider? The kind of cuts I sell are fit for any table; but that's not all; everything is always fresh and clean that comes in; that's why every customer is satisfied with what goes out. When you want good steaks, good chops, or good roasts, please give me a call.

*Something to 'toun about at house-cleaning time.***Blow it in**

all the cracks, first of all, with a powder gun; those cracks around the sink, or behind water pipes, or the mantel, baseboards of the wainscoting. In fact wherever there's a crack, BLOW IT IN.

You see, that drives the bugs out, for they can't live or breathe when —'s Roachine is blown into their haunts. Having thus driven them from home, throw a few handfuls of the Roachine about the room (first closing doors and windows), and leave the bugs to their fate. Use the Roachine the last thing at night, and in the morning you can sweep up the dead bugs and put them into the kitchen fire. Use this treatment two or three successive nights and you'll hardly be able to find a live Roach or Water Bug with an X-Ray apparatus.

*A Good Introduction.***Hosts of Tea Tables**

in plain and quartered oak, polished birch, mahogany finish—you can't tell it from real mahogany—and solid mahogany and inlaid mahogany. We can enrich you in table knowledge if you'll spend five minutes among our tables.

*Appeals to the Man with a Dog.***Give the Poor Dog a Bone.**

We'll give you one for him if you'll buy your meat here. The meat that we sell is good meat, no stale odds and ends. If we haven't good, fresh, clean meat, we'll be honest with you. We want your trade, want to deserve it. Will you let us have it on those conditions?

*Good Carriage Advertising.*

## The Comfortable Vehicle

is the station wagon. In winter, a warm, convenient carriage, and when summer comes all the pleasures of an open vehicle. A well built, handsomely upholstered and artistically painted vehicle of this latest style is shown at our repository.

A Coupe Rockaway of latest Paris design; a two-seated Strickland Phaeton; standard design and stick-seated Concord and Run-a-bouts also exhibited.

*Brief and to the Point.*

## Body Brussels Bargains

End of the annual stocktaking season finds us with a lot of very desirable patterns in all grades of carpets that we must close out before the spring trade commences.

We tell to-day of the Body Brussels—

Whole pieces—many with borders to match—Best \$1.25 and \$1.35 grades, reduced to \$1 a yard.

Remnants in the bargain annex at half price.

*An Advertising Specialty.*

## CHEESE

When your appetite speaks for Cheese, we can satisfy it. We can supply you with both Imported and Domestic Cheese also Bologna. The kind we sell is Extra fine. Our stock of Delicacies is like our Groceries, quality A 1. Just try the goods and see.

*Interesting Information.*

## The City of Spectacles.

Southbridge, Mass., is known as "the City of Spectacles." It has a population of eight thousand, three-fourths of whom are engaged in making spectacle frames and lenses. One thousand are women. The annual output of this city alone is \$2,000,000. This increase in the number of spectacle wearers is due to the recent discoveries in medical science of the curative power of lenses in certain nervous disorders. We make a specialty of this class. Examination free.

*Blacksmiths Ought to Advertise More.*

## Improved Horse Shoeing.

There's no part of the Horse that requires more attention than his feet. Every time a horse is brought into my shop, the animal's feet are examined closely and defects in previous shoeing are corrected.

*For a Grocer.*

## Grated Pineapple.

"—" brand, is especially luscious because the pineapples are allowed to ripen before being gathered, and are canned immediately thereafter. Direct to us from the Bahamas. Housewives will find them very delicious and of the highest quality.

This week the 22c. can 19c., \$2.25 per dozen.

*For a Grocer.*

## "Sweet Briar"

Peas, —'s brand, at special price this week, 16c. can; \$1.85 doz.; \$3.65 case. Sifted peas of unusually delicate flavor. Very sweet and tender, and uniform in size. The choice of many discriminating buyers.

*Good, if Parked by the Store.*

## A Rousing Sale For the Men!

You have attended sales in this store before—know what we mean when we say that the bargains are many and great. Aside from the few restricted articles, we've reduced all our fine goods from 25 to 50 per cent. This sale will run until—

*An Optical Ad.*

## WHEN YOU GET YOUR GLASSES AT SHIMBERG'S THEY MUST BE RIGHT.

Weak Eyes, Headaches and Nervousness can be prevented by having your eyes properly examined and fitted with glasses at Shimberg's. Optical science up-to-date is practiced by the undersigned, aided by all the most improved instruments for detecting errors of eyesight.

## DEPARTMENT OF CRITICISM.

*By Charles Austin Bates.*

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

The Haven Colleges, which is evidently a business college in Philadelphia, sends out a little folder which is entitled, "How to answer 'Help Wanted' advertisements in order to positively secure a position." After this very interesting proposition it is interesting to know just what the college considers absolutely essential to positively secure a position.

Upon the front cover page is a sample letter to be used in answering "Help Wanted" advertisements.

The next pages give instructions in detail and at length, from which I quote as follows:

### How to Successfully Answer "Help Wanted" Advertisements.

To give this information properly, one must consider the basis upon which a business man, be he merchant, financier or publisher, selects his office help; for it is necessary to answer "Help Wanted" advertisements in the way which will best please the advertiser and that will insure his attention to the appeal of the applicant.

When a firm advertises for any kind of office help, whether it be for an errand boy, who occasionally does a little writing, or for any other clerk up to the head bookkeeper, stenographer, editor, or for any position, mercantile or literary, the process of selection of the proper person from among the list of applicants is the same in all cases, so far as certain important particulars are concerned.

A business man generally receives from 200 to 500 replies to an advertisement for a general clerk. There is not time, of course, to read through all these replies, nor would it be profitable for the business man to do so, as their number would only confuse him.

He makes a choice in this way:

He selects twenty to thirty of those letters which have the best writing on the envelopes as sufficient to make a selection from, and he never opens any of the others; at least very seldom, and then only in case he fails to find a suitable person from the twenty or thirty first selected, which is usually sufficient. Generally, all the letters, except those first twenty or thirty, get into the waste paper basket unopened, because the writing on the envelopes has condemned them, without a perusal of their contents.

This is true, no matter what the position may be, even, as we have said, if it be only for an office boy to run errands; for that boy, if he remains with the firm, his employer expects to advance to other positions in time, and therefore the business man is almost as particular about the penmanship of that boy as if the person desired was an expert bookkeeper; in fact, the fewer the capabilities of the applicant for

most office positions, the better their penmanship should be, to make up for that lack of other advantages. Furthermore, the penmanship is often considered an index to the character of the applicant, for, in these days when good penmanship can so easily be acquired, business men look upon its lack as an indication of deficiency in other matters as well.

It is, therefore, necessary to have good writing upon the envelope to attract the favorable attention of the business man, and to insure its selection for opening, from among the many replies that may be received by the advertiser; and it is also necessary that the address be placed neatly upon the envelope—the first line beginning near the center of the envelope, and the other lines of address slightly forward to the right.

Having written your envelope so that it will be sure to be opened then the contents must be of a character that will impress the business man favorably; for, just as he only selects twenty or thirty to open, just so he also discards as worthless any of those wherein the contents are unsatisfactory, either in penmanship, general wording or lack of information.

Some important essentials of a good letter of application are:

First—The writing inside must be as good as that on the envelope, and should be better, if possible.

Second—It should contain in first line the town name, with date in full—day, month and year.

Third—The letter should begin preferably with the word "Gentlemen" unless you know, by the wording of the advertisement, that you are addressing a single person or a lady. It is safe, otherwise, to say "Gentlemen," because most firms are composed of more than one person.

Fourth—It is advisable to inclose the advertisement neatly clipped from the paper, so that the merchant will see that you are answering that particular advertisement, as the firm may have inserted several advertisements in same paper on that date, for different positions. It is well to neatly paste this clipped advertisement at the left-hand upper portion of the paper you write upon.

Never answer an advertisement on a postal card; nor with red ink nor any fancy-colored ink; nor with lead pencil; and, if avoidable, do not reply upon fancy colored writing paper.

Use black ink upon white paper, and compose your application so that your name and address will appear at bottom of the first page, and not continued over to the next page; for business men do not like to read long letters of application, and it is especially bad taste to sign name and address upon a different page, when the letter itself ends upon a preceding page. Better a long letter than such a division.

A perfect letter of application should be short and business-like, but it must contain certain facts. Always, of course, the particulars asked for in the advertisement, and also some important particulars which are not always asked for, but which are expected just the same.

The merchant appreciates certain information, and if it is given without request, it is

evidence of the forethought of the applicant and impresses the business man favorably.

For instance, every advertisement does not ask one to name reference, but every business man expects it, and a letter which contains merely the statement that the applicant "Can give good reference" or "Will furnish first-class reference upon interview," or any other wording without naming some reference, is disliked by business men, and such letters go into the waste basket, because any one can make such statements, even though they possess no references at all.

What the business man wants is the opportunity of judging of the satisfactoriness of your references, and perhaps writing to them and hearing from them, before he asks you to call.

A letter which states that the applicant can refer to, for instance, "John Smith, Esq., merchant, 401 Market street; with others, if desired," directed to the merchant that the applicant is not afraid to name references, and that he or she has really a reference to name.

It is best to name two references, if possible, but one is better than none, even if that one be merely a professional gentleman or clergyman. If you have more than two references, and can add "with others, if desired," so much the better; but it is not absolutely necessary.

Other particulars which are expected are your experience in the line advertised, if you have any; and also your age, together with any other information which may be requested in the advertisement.

No letter of application ever receives any attention from a merchant if it fails to include particulars he has asked for, no matter how perfect that letter of application may otherwise be.

When a lady replies to such advertisements, she should always place the title Miss or Mrs. in parenthesis, before her name, so that the merchant will know how to address her. This is especially necessary when she uses the initial of her first name in signing the letter of application. It is much better not to make use of initials, but to spell the first name in full, the same as the final name.

Some ladies seem to fear publicity when they apply by letter for a position, and so fail to give their name at all, often merely signing one or more initials and sometimes not even doing this, but merely giving address. Such letters are sure to go straight to the waste basket.

A business man has no confidence in a person ashamed to give full name and address, just as he has no confidence in people who do not name their references; for any honest person can name some friend or acquaintance as reference.

If you have answered advertisements for some time and received no replies, you can depend upon it that you have violated some of the rules for correct applications, given herewith, or you have committed some of the mistakes that are named, or else you have replied too late. The latter is often the case with people who do not appreciate the value of time.

It is a fact that many answers never reach the business man for whom they are intended, because of being sent too late.

The paper, if a morning paper, should be examined as soon as received, which is usually not later than 7 o'clock, and the reply should reach the newspaper office not later than 9 o'clock, if possible, as shortly after that time the newspaper clerks commence to distribute them. If a merchant sends for any replies at 10 o'clock, and he is pretty sure to do so between 10 and 12, he may get all the replies he needs at that time, and not send for any more; therefore any replies reaching the newspaper office later would be simply wasted.

Promptness in getting letters to the newspaper is therefore an important matter.

Letters sent by mail very seldom reach the newspaper office in time, even if mailed in the city, because such letters must first go to the post-office to have their stamps cancelled before delivered to the carrier to be by him taken to the newspaper.

A business man always appreciates promptness, and he prefers to make his selection from the first lot received, as it indicates energy on the part of the applicants. Of course, when the advertiser requests an applicant to address a post-office box or any business address by mail, then it must be done; but even then there will be some people who will personally carry their replies to the post-office, and their applications will get into the hands of the advertiser before those sent by carrier, and such applicants receive best chance of obtaining position. It will, therefore, be seen that ability, carefulness and promptness are all important considerations in replying to advertisements.

The matter in this booklet is worthy of reproduction. A note at the end of it says that it is a synopsis of a lecture delivered by Curtis Haven, president of the Haven Colleges.

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The following clipping inclosed in a letter explains itself.

PITTSBURG, Dec. 8, 1898.

*Mr. Charles Austin Bates:*

Don't you think this is a pretty clever dodge to get a free advertisement?

Respectfully yours, W. W. RANKIN.  
P.S.—By the way, why is it that Pittsburg is so seldom represented in your columns?

FINDS OUR PEOPLE COURTEOUS.

*Editor of the "Chronicle-Telegraph":*

Sir—I shall be glad if you can find space for this little item of experience, which it is just as well for Pittsburgers to know.

I have but recently arrived in your city and am seeking employment as a mechanical draughtsman, without success so far. Much to my surprise, however, wherever I have applied, I have been received most kindly and courteously. This is a new experience to me, as, being from the East, say New York City, I can say that a man going around seeking employment will invariably meet with very curt and gruff responses, so much so, indeed, that he soon gets discouraged and down-hearted.

Such kind treatment as I have received in your city demonstrates that some of your citizens have a good Christian spirit—and takes the rough edge off disappointment.

Yours, etc., H. SOWERBY,  
No. 10 Ninth street.

Pittsburg, November 14, 1898.

I agree with Mr. Rankin that the writer of the letter to the *Chronicle-Telegraph* has worked it in a clever way to secure a twenty-seven-line "Situation Wanted" ad in the midst of pure reading matter free of charge. His device is so clever that it ought to have brought him good results.

I am not aware that Pittsburg has not been represented in this department as fairly as other large cities, or at least as frequently. If that is true, it is certainly Pittsburg's fault. I know it is a city of progressive and enter-

prising business men, many of whom do excellent advertising. At least I can not think that it is otherwise than excellent, as a number of the most enterprising have been in the habit of employing me.

And there are others.

If Pittsburg business men will send me specimens of their advertising, they will be criticised just as that of men who live in less-favored cities.

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"The Comfort of Heating By Gas" is the name of a book sent out by the Consolidated Gas Company of New York to advertise gas.

Usually books of this kind are gotten out by the people who make the gas ranges and presented to the gas companies free of charge for distribution to their customers.

This is a great boon to the gas companies in small towns which could not afford to get out so costly and satisfactory a book. The book thus distributed usually has the name of the local gas company printed on it also, and while it is ostensibly to advertise cooking and heating by gas, it really advertises the gas range or heater made by the enterprising firm which publishes the book.

The Consolidated Gas Company, of New York, is big enough and rich enough to publish its own books. Usually books of this kind are devoted more to the use of gas for cooking than for heating. This is the economic side which appeals to housekeepers.

Most houses have some heating apparatus anyway which makes it unnecessary to supplement it with a gas heater. In a big city like New York, however, there are hundreds of homes which, in addition to the system of hot air or hot water and steam that they use, have a great many places which can be filled in best with a gas heater.

The book before me shows in an interesting and convincing way the many uses to which a gas heater can be put in the home. The novelty of this book is that it doesn't advertise any particular make of heater, but that it does give a brief description of the particular heater required for each purpose, and mentions the range of price at which they can be bought.

This book ought to prove helpful and suggestive to every owner of a house, and, therefore, must prove good

advertising to the Consolidated Gas Company.

The illustrations are not as artistic as they might have been, nor is the printing, arrangement of the pages and the paper used as good as a book of this character requires. The cover design is gold embossed upon very dark green. It is a bit disjointed in appearance, and could easily be improved.

Aside from these defects, the book is an excellent piece of work.

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R. Hoe & Co. send out a book in a yellow cover showing the American flag, which explains what may be seen in the way of Hoe machinery in the Government printing offices.

The book is printed in purple and orange, and is very neat, attractive and artistic in appearance.

The matter is very simple, being simply brief descriptions of some of the presses and gumming machines which the Hoe people make and which Uncle Sam has chosen for his own printing.

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The Troy Chemical Company are sending out the following exhibit to advertise their Pixine to horsemen.

It consists of an envelope bearing the words "To Ticklers Inside."

One of these ticklers is the well-known novelty, if such a contradiction of terms is allowed, of a feather stuck on a piece of paper with the legend: "Here is something that will tickle you. If you wish to be tickled all over, see inside."

The other is a small brown box supposably containing a sample of the Pixine, about enough I should think for a small Shetland pony.

The most interesting thing about the whole lay-out is the following paragraph, which is stuck upon the bottom of the box:

Any one selling this free sample violates the U. S. Internal Revenue Laws and subjects himself to a penalty of \$500 or imprisonment.

To my way of thinking a booklet would have been a better accompaniment for the little box of salve than this little tickler, which has been used so much and by so many concerns that it has ceased to tickle, and after all, why should a box of salve be supposed to tickle? My impression is that it was more along the line of soothing.

We've had a

# **GREAT BIG BOOM**

on the

# **Brooklyn "L"**

Advertisers are beginning to realize that the traffic has increased very largely during the past year, and they're flocking in fast. Nowhere can you get such display or such value.

Over 40,000 more passengers carried daily than a year ago.

The only real "L" Road advertising in America. Nobody can equal it, let alone beat it!

Cards displayed in concave racks so they can't be avoided, and the size, 16 by 24 inches, gives you a chance to tell your story.

**GEO. KISSAM & CO.**

253 BROADWAY, N. Y.

# \$1,000 REWARD

The Ripans Chemical Company, a New York corporation who manufacture and sell a proprietary medicine, placed a contract through us on Saturday, February 25, 1899, binding themselves to use

**The CHICAGO RECORD**  
(MORNING)

**The CHICAGO NEWS**  
(EVENING)

within twelve months to the amount of twenty-six thousand (\$26,000) dollars. This sum entitles the company to space in each paper to the amount of two hundred and seventy-four chargeable lines, six days in every week for fifty-two weeks.

The Ripans Chemical Company now authorize us to offer one thousand dollars to any advertising agency, special agent, newspaper publisher, advertising expert or other person, who will prepare and submit a list of papers and prices whereby they may procure and be assured of *as much publicity of equal quality* by inserting their advertisements to the same average amount of space in other papers published in either or all of the three States where the *Chicago News* and *Record* are supposed to mainly circulate, namely, Illinois, Wisconsin and Michigan, without requiring an outlay of more than double the sum to be paid to the *News* and *Record*, namely, not more than fifty-two thousand (\$52,000) dollars. Proposals may be addressed for one month to

**The George P. Rowell Advertising Agency,**  
No. 10 Spruce Street, New York.

Seventy-eight thousand dollars for one year's advertising of a five-cent remedy ought to cover those three States very well. The question is, can it be made to do it twice as well as it has already been done for one-third of the money expended with two papers issued from one office? People with opinions are invited to express them.